

HARDWARE AGE

Published Every
Other Thursday

Editorial Index Page 99
Advertising Index Pages 228-229

February 26,
1948



**American
Brand
Cordage**

AMERICAN MANUFACTURING COMPANY
BROOKLYN 22, N. Y.

ROPE • TWINE • OAKUM • PACKING

Branch Factory: ST. LOUIS CORDAGE MILLS, ST. LOUIS 4, MO.
Sales Offices: BOSTON • CHICAGO • HOUSTON • NEW ORLEANS • PHILADELPHIA

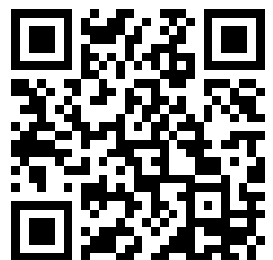
IT'S NEW!

Write for a **FREE**
copy of this 32 page
Rope Booklet

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1898-1948



Foundation for the Future

OUR

Golden Anniversary

YOUR ALUMINUM OPPORTUNITY



Aluminum, in your language, means cooking utensils. It is something that you buy, to sell for a profit. The volume of that profit depends on fast turnover... and both depend on women, crowding up to your counters to buy the lines you sell.

That's why we say, "Our Golden Anniversary... your *aluminum* opportunity."

MIRRO-MATIC, America's most-wanted pressure pan, and all of the other utensils made by Aluminum Goods Manufacturing Company are proved, fast-moving products. Finest quality, convenience features, beauty of design, Fair-Traded price, and non-stop national advertising are the things that keep bringing in customers.

We've been in the aluminum business for fifty years. But, we're looking ahead to the next fifty, rather than back at the first. We feel that's the kind of thinking that promises greater progress for us both, in the years to come.

MIRRO
THE FINEST ALUMINUM

MIRRO-MATIC
AMERICA'S MOST-WANTED PRESSURE PAN

ALUMINUM GOODS MANUFACTURING COMPANY • MANITOWOC, WIS.
FIFTH AVENUE BLDG., NEW YORK 10 • MERCHANDISE MART, CHICAGO 54
WORLD'S LARGEST MANUFACTURER OF ALUMINUM COOKING UTENSILS

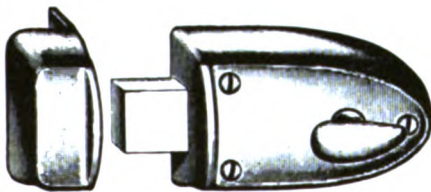
There's Sales "Life" In These Deadlocks



They won't be "deadheads" in your store because they're what your customers want—and they have the name YALE to help make the sale.

Here are three of them, with modifications to fit various needs: the streamlined 2 with the big bolt, the 112 that we call the "Lock of Gibraltar", and the 197 with two hardened steel bolts to lock door and jamb together. In each of them: five pin-tumbler brass cylinders, rustless die-cast case. THE YALE & TOWNE MANUFACTURING CO., Stamford, Conn., U.S.A.

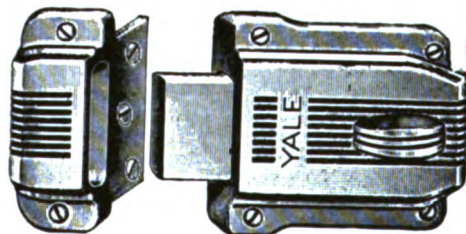
"THE STREAMLINED DEADLOCK WITH THE BIG BOLT"



2 Deadlock. Die-cast bolt— $1 \times \frac{5}{8} \times 1$ in. throw. Key outside, knob inside.

PROMOTION

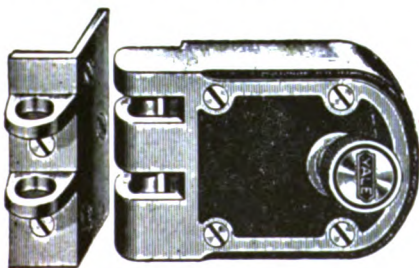
"THE LOCK OF GIBRALTAR"



112 Deadlock. Die-cast bolt— $1\frac{3}{4} \times \frac{5}{8} \times 1\frac{1}{8}$ in. throw. 2 hardened steel inserts.

REPUTATION

"IT HOOKS AND IT HOLDS"



197 Deadlock. 2 hardened steel bolts, nickel plated and oxidized.

QUALITY

TRADE **YALE** MARK

*The Name Yale
Helps Make the Sale*



BUILDING BIGGER SALES FOR YOU!

More National Advertising for
Self-Polishing Simoniz brings

FASTER TURNOVER • HIGHER PROFITS

Nearly a billion advertisements in America's leading magazines . . . plus newspapers, radio and outdoor signs . . . are helping you sell Self-Polishing Simoniz this year—opening the door to faster turnover and higher profits than ever before! Once a housewife discovers how Self-Polishing Simoniz wears and wears . . . actually gets brighter with use—she buys again . . . and recommends it to her friends. Your volume rises . . . and you realize a greater margin of profit on each sale! Only Self-Polishing Simoniz gives floors the same lasting beauty that makes Simoniz so famous for cars. Check your stocks . . . and order today!

THE SIMONIZ COMPANY, CHICAGO 16, ILLINOIS

self-polishing

SIMONIZ

TRADE MARK REG.

GIVES FLOORS LONGER LASTING BEAUTY

*Brightest Star
in the
Paint Field*



VITA-VAR **PAINTS**

Superior QUALITY!

The famous Good Housekeeping Guarantee has been granted to the entire line of VITA-VAR Paints, Enamels and Varnishes! That's added proof of VITA-VAR quality!

Increased VOLUME!

VITA-VAR is a complete line — for home, farm and industry. Year after year, VITA-VAR dealers do a bigger, more profitable paint business. The VITA-VAR line places them in the strongest position against competition.

Dealer COOPERATION!

VITA-VAR backs dealers to the limit with a powerful program of advertising, sales promotion and merchandising concentrated where it does dealers the most good!

**The VITA-VAR
EXCLUSIVE
FRANCHISE**

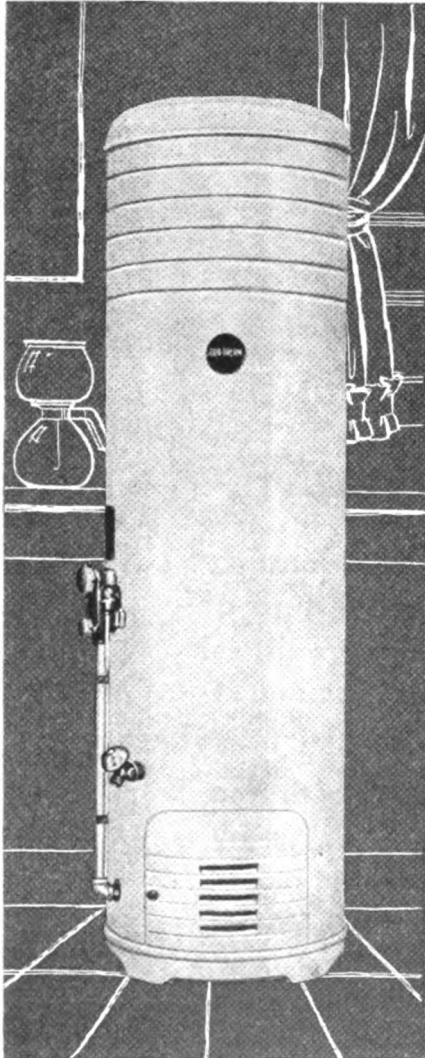
gives you
complete protection
in your territory.
Write for details
today!

VITA-VAR CORPORATION

PAINT ENGINEERS SINCE 1888 • NEWARK • NEW JERSEY U.S.A.



announcing the new DUO-THERM automatic gas water heaters!



Duo-Therm is a registered trademark of Motor Wheel Corporation, Copyright 1948.

Precision built by the pioneer of the automatic fuel oil water heater! Packed with exclusive Duo-Therm quality-performance features!

Meet the newest member of a famous appliance family: the brand new, grand new Duo-Therm Automatic GAS Water Heater.

Simplicity is the keynote of its design. Quality is inherent in every feature. It's Duo-Therm-engineered with the know-how of 20 years specialization in heating equipment exclusively.

Just look at these easy-to-sell, plus-performance features:

1. **Extra fast recovery** insures plenty of hot water even during periods of peak demand.
2. **New, exclusive Equaflame** gas burner! Tapered burner profile and hidden baffle accurately meter a uniform supply of gas to the two precision drilled and machined port rows. No blank spots, no uneven flame jets!
3. **Long-life heavy duty boiler** with off-center flue which eliminates drippage from condensation on the burner. Promotes economy of operation by increasing the distance heat travels, utilizing more heat units.
4. **Spun-glass insulation** throughout! Extra heavy 1½-inch layer of spun-glass insulation completely surrounds boiler, reduces stand-by

loss to a minimum.

5. **Grayson-Robertshaw "Unitrol"**—standard on all 3 models. Meters gas to burner, regulates water temperatures, filters gas for pilot flame, shuts off gas should pilot light go out. 100% automatic shut-off.

6. **Multi-purpose** heat chamber base! Scientifically shaped to meter secondary air accurately and uniformly to all parts of the burner for greater efficiency. Also acts as burner support and, in addition, traps water of condensation, thus preventing burner corrosion.

7. **Streamlined modern design.** Lustrous white enamel casings. Compact, clean, uncluttered lines. Easy to wipe clean with a damp cloth, easy to keep clean.

8. **Double base** provides an insulated support—permits installation on wood, linoleum or other floors with complete safety.

9. **Approved by AGA** for use with all types of gas including LP. Proved in extensive field and laboratory tests.

Add Duo-Therm's Gas water heaters to your line for prestige, for profits, for satisfied customers! See your distributor—or write Duo-Therm direct.

there's always something doing at

DUO-THERM

ALWAYS THE LEADER

AUTOMATIC FUEL OIL AND GAS WATER HEATERS



FUEL OIL SPACE HEATERS



FUEL OIL FURNACES



Made by the Duo-Therm Division of Motor Wheel Corp., Lansing 3, Michigan



Hospitality

MOULDED IN METAL

"The latchstring is out"—was the old-time familiar expression of hospitality. Today, SAGER achieves much the same feeling with solid brass and bronze—strikes a new note of welcome with period and modern stylings that are as practical as they are beautiful—and always artistically correct in design. When it comes to swift installation, effortless operation, or long life, SAGER easily stands up—and stands out—as any builder well knows whose homes are SAGER-Equipped. There's real satisfaction for the man who buys SAGER, prestige for the dealer who sells it, and convenience and quality-plus for the architect or builder who specifies SAGER BUILDERS HARDWARE.

Styled **BY**

SAGER
NORTH CHICAGO • ILLINOIS



How many "warmers" can you afford on your shelves?

TODAY many paint dealers are devoting 75% of their shelf space to items that account for only 25% of their sales.

That this is unnecessarily wasteful is shown by the experience of Sapolin dealers, all of whom have a stock fully adequate to the demands of their customers, and yet maintain an inventory of which 75% of their stock does 75% of their volume.

This balance of inventory and turnover, investment and profit, is made possible by the Sapolin Controlled Inventory Plan—the result of 65 years of experience and careful analysis of the operation of the independent dealer.

The benefits of this plan are among the many advantages of the service Sapolin offers to independent dealers—to help them maintain continuous profits and continued independence.

Sapolin Paints Inc., 229 East 42nd Street, New York 17, N. Y.



SAPOLIN PAINTS INC.

A COMPLETE LINE OF PAINTS FOR EVERY PURPOSE

WAREHOUSES: *Brooklyn, N. Y.; Plymouth, N. C.; Jacksonville, Fla.; Houston, Tex.; Los Angeles, Cal.*

BRUSHES FOR *Springtime* PROFIT

Brush handles are finished in blue and gold. Brushes are made of pure Chinese bristles, set in vulcanized rubber.

DISPLAY NO. 1-F		
Sell For	\$19.20	
Buy For	12.50	
PROFIT	6.70	

DISPLAY NO. 2-F		
Sell For	\$19.16	
Buy For	12.65	
PROFIT	6.51	

DISPLAY NO. 3-F		
Sell For	\$22.86	
Buy For	14.60	
PROFIT	8.26	



RETAIL DISPLAY NO. 1-F

Suggested Retail:

- \$.20 ea. — 3 doz. 1" Brushes
2" Bristles, 5/16" thick.
- .30 ea. — 2 doz. 1 1/2" Brushes
2" Bristles, 5/16" thick.
- .40 ea. — 1 doz. 2" Brushes
2" Bristles, 3/8" thick.

RETAIL DISPLAY NO. 2-F

Suggested Retail:

- \$1.25 ea. — 1/3 doz. 3" Brushes
2 1/2" Bristles, 7/8" thick.
- 1.69 ea. — 1/3 doz. — 3 1/2" Brushes
2 3/4" Bristles, 7/8" thick.
- 1.85 ea. — 1/3 doz. 4" Brushes
2 3/4" Bristles, 7/8" thick.

RETAIL DISPLAY NO. 3-F

Suggested Retail:

- \$.29 ea. — 2 doz. 1" Brushes
2" Bristles, 3/8" thick.
- .45 ea. — 1 1/2 doz. 1 1/2" Brushes
2 1/4" Bristles, 7/16" thick.
- .65 ea. — 1 doz. 2" Brushes
2 1/4" Bristles, 1/2" thick.

A. G. JACOBUS' SONS, INC.



Order TODAY from your jobber, or send this COUPON

A. G. JACOBUS' SONS INC.

770 Bloomfield Avenue, Verona, New Jersey

Please ship at once:

- ☐ Display No. 1-F.....cartons @ \$12.50
- ☐ Display No. 2-F.....cartons @ 12.65
- ☐ Display No. 3-F.....cartons @ 14.60

NAME.....

STREET.....CITY.....STATE.....

IT'S 2^{speeds} To 1 WB



Two Speeds "Doubles" Washer Performance

I DO THE
FLUFF STUFF

I DO THE
ROUGH STUFF

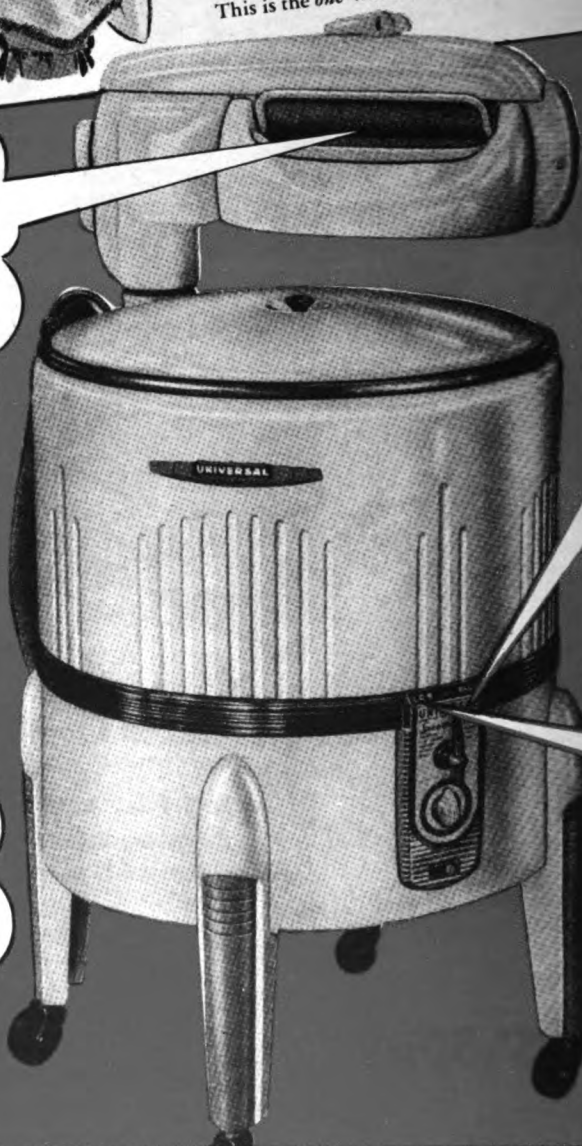


Here at last is a wringer-type Washer to which women can safely trust their "fluff stuff" such as silks, woolens, rayons and sheerest nylons as well as their "rough stuff" like heavy garments and work clothes. This is the one Washer that does *all* the wash.

UNIVERSAL'S
CONTROL-O-ROLL
WRINGER
ASSURES SAFETY
AS NEVER
BEFORE



ANOTHER
OUTSTANDING
NEW
DEVELOPMENT...
THE TIME-A-MATIC
TIMER PREVENTS
OVERWASHING
AND ENDS
TEDIOUS
WATCHING



ONLY UNIVERSAL
HAS THE
SENSATION
"SPEEDSELECTION"

1
REGULAR SPEED
FOR THE HEAVY
WASH... HEAVY
GARMENTS AND
WORK CLOTHING

2
SLOW GENTLE
ACTION FOR
SILKS, WOOLENS,
RAYONS AND
SHEEREST NYLONS

LEADERSHIP THAT BUILDS YOUR DEALERSHIP

HOT THE WASHER!

**UNIVERSAL DOUBLES YOUR SALES OPPORTUNITIES...
COOPS THE FIELD WITH HIGH-POWERED PROMOTION**



Universal's new Two-Speed Washer is being backed by the most inclusive, intensive program of consumer advertising behind any wringer-type Washer today! This big promotional program is singing its praises from coast to coast through dominant full-color advertisements in national magazines, smashing outdoor posters in the nation's major markets and radio participation shows with listeners in the millions. To cash in at the point-of-sale, put the full impact of this powerful Spring Promotional Program to work today! Remember, it's "two speeds to one" that '48 will be the biggest Universal Washer year in history.

**POWER-PACKED, FULL-PAGE
ADVERTISING IN LEADING MAGAZINES**



**7½ MILLION RADIO
IMPRESSIONS WEEKLY**



**HIGH TRAFFIC BILLBOARDS
IN THE NATION'S MAJOR MARKETS**

**Be Way Ahead In the Wringer-Type Field!
Make Universal's Two-Speed Washer Your "Headliner"**

See Your Universal Distributor

UNIVERSAL

LANDERS, FRARY & CLARK • NEW BRITAIN, CONN.

**NOW, FOR THE FIRST TIME,
AVAILABLE TO SELECTED
JOBBER**

GLASS
ON
STEEL
MEMCO
PORCELAIN
ENAMELED
WARE

**BACKED BY POWERFUL
PROMOTION!**

**NATIONAL
ADVERTISING**

Appears regularly in
the biggest most
powerful women's
magazines and lead-
ing trade papers.



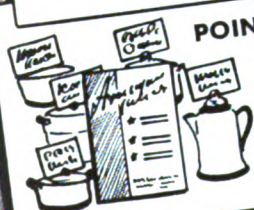
RADIO

Millions of sales impres-
sions every week over 17
radio stations coast-to-
coast. Listen for MEMCO!



POINT-OF-SALE

Colorful, appealing,
sales-making win-
dow and interior
displays to help
dealers cash in.



NEWSPAPER

A complete service to
users of newspaper
advertising. Mats, copy
and suggested layouts.



MEMCO means more sales!

"bottoms up"

is the word
that's going out to more than 30
million women via MEMCO National
Advertising . . . And good advice it
is for the jet black bottom of every
MEMCO utensil carries the diamond
trademark fired on forever . . . It's
your key to greater sales — repeat
sales to women who wish to match
up original purchases.



an opportunity for qualifying jobbers

Good News! MEMCO production has reached the
point where this fine line may be offered to select
quality-minded jobbers . . . Make no mistake,
MEMCO is porcelain enameled ware in a class by
itself from every standpoint. *Quality* exceeds
standards CS-100-47 developed cooperatively with
U. S. Bureau of Standards. *Beauty*: a look at the
line will prove the claim "America's Most Beautiful";
and it is beauty that will bear close inspection —
thanks to close inspection in our plant. *Promotion*:
just read the outline of MEMCO's month-in, month-
out promotion program at left.

Don't delay! Get in touch with MEMCO today for
full details of the jobber offer.

the **MOORE**
ENAMELING & MANUFACTURING COMPANY
WEST LAFAYETTE, OHIO



Aristo-mats

have

EYE APPEAL . . . BUY APPEAL

and

they're pre-sold by national advertising

Chrome Queen
Sparkling, durable. Heavy-gauge steel plated by copper, nickel and shining chrome.

Refresher
Popular design of our kitchenware set. Five smart colors on white.

Cup 'n' Saucer
Fast-selling Colonial design. Red, black, blue or green on white.

Highlander
New best-selling number with highland plaid center. Choice of five colors on white.

ADVERTISED IN

- ★ Good Housekeeping
- ★ Ladies' Home Journal
- ★ Woman's Home Companion
- ★ Better Homes & Gardens
- ★ McCall's

Aristo-ware Kitchen Set
"Refresher" pattern stove mat, hot pad, canister set, cookie can, oval waste-basket. Durable quality, smart colors.

Phoenix Table Mat Company

1315 WEST CONGRESS STREET
CHICAGO 7, ILLINOIS

Stove and table mats with the *Aristo-mat* label are the *only* ones your customers see in their favorite magazines. And they're the best quality that money can buy! No wonder *Aristo-mats* sell faster, more easily, give greater satisfaction! Your trade knows and appreciates these *exclusive Aristo-mat* features: 1. New, heat-tested "Quad-coat" process baked enamel finish. 2. Extra heavy asbestos padding. 3. Patented, rounded "Kant-Kut Korner." 4. Underglazed design guaranteed not to chip. Check your *Aristo-mat* stock today!



"I'LL TAKE THE
WHITE ONE
EVERY TIME!"

TIP-TOP† WYTEFACE POCKET STEEL TAPES

For carpenters, mechanics, engineers, doctors; for sewing and household or office use. 1/4-inch width. In handsome chromium-plated case, small and light enough for pocket or handbag. Pull out the tape—it locks. Press the button—the tape springs back. Made in 36 and 72-inch lengths.

†Reg. U. S. Pat. Off.

SHOW a WYTEFACE* Steel Tape. Your customer will take it every time. Show him how *easy to read* the jet black markings on the white background are—in the brightest glare or in hardly any light at all. You can assure him that WYTEFACE Steel Tapes are easy to keep clean, are rust-resisting and hard to kink. Ask your jobber about WYTEFACE Steel Tape and Steel Tape Rules.

*Trade Mark. WYTEFACE Steel Tapes and Tape Rules are protected by U. S. Pat. 2,089,209.

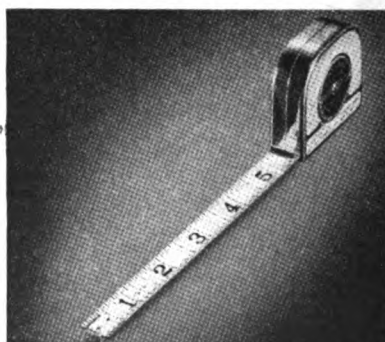


*Drafting,
Reproduction,
Surveying
Equipment
and Materials,
Slide Rules,
Measuring Tapes.*

KEUFFEL & ESSER CO.
EST. 1867

NEW YORK • HOBOKEN, N. J.

**CHICAGO • ST. LOUIS • DETROIT • SAN FRANCISCO
LOS ANGELES • MONTREAL**



HANDY* WYTEFACE STEEL TAPE RULES

1/2-inch width. Semi-rigid. Blade can be replaced in a moment without taking case apart. 72 and 96 inches.

*Trade Mark



FAVORITE† WYTEFACE STEEL TAPES

3/8-inch width. Hard wearing black leatherette case, nickel-plated mountings. 25, 50, 75 and 100 feet.

†Reg. U. S. Pat. Off.

Announcing

THE NEWLY REDESIGNED COMPLETE LINE OF

PORTER NEW
EASY
POWER
Cutters

Take a good look at this *improved* Porter Cutter. Why? Because it is your ticket to bigger profits in 1948.

Redesigned from handle tip to cutting head with 15 basic improvements, the new complete line of Porter Cutters is a triumph both in design and quality. It blazes new trails. So advanced in engineering principles are these improved Porter Cutters that they set absolutely new standards of cutting *ease*, *speed* and *safety*. Study each of the 15 features shown. Each is important to your customers — and to you.

Do you want a line that bristles with selling points? There's a Porter model for every cutting requirement — each with 15 new profit features. Do you want a line that will quickly respond to store promotion and display? 1948 promises to be the biggest Porter year ever. Push Porter Cutters because it is both the **POWER** line and the **PROFIT** line.

ORDER NOW from your jobber and Join the Porter Profit Parade. Prompt deliveries on all models.

THE **POWER** LINE
IS THE
PROFIT
LINE



15 NEW FEATURES

1. New spring control so material cannot wedge under straps.
2. New lock plate holds spring and jaw bolts in firm position.
3. Tempered carbon steel straps.
4. No protruding screws or bolts to "catch" while positioning for cut.
5. Bushing in center joint.
6. Greater strength (30%) in sections and handles.
7. New longer-wearing buffers.
8. Curved handles decrease armspread and wrist bend — easier to handle — stronger pull (permits greater closing pressure and thereby increases capacity cut).
9. Improved hand grip — fits palm — reduces fatigue.
10. Metal handle stop in case buffers wear — prevents pinching hands.
11. Cutting jaws plainly marked showing capacity and type of metal safely cut.
12. All bolts heat-treated.
13. Handles designed to take all style jaws.
14. Better balanced tool.
15. Colorful red finish that has eye-catching appeal.

H. K. PORTER, INC.

74 Foley Street,

Somerville 43, Mass.

FEBRUARY 26, 1948



TO BE *Sure*

● Most grinding machines come equipped with unbreakable glass shields to protect the operator from flying particles. But many shops take a further precaution. They insist that the operator wear goggles as an extra protection for his eyes . . . to be sure.

During more than sixty years chain users have learned that the name Hodell is a positive assurance of chain dependability. They know it as a mark that identifies chains of highest quality since 1886. In the 157 varieties of Hodell chains, welded or weldless, with or without attachments, you'll find chains to meet every chain need. For customer confidence and sales satisfaction it pays to specify "Hodell" . . . to be *sure*.

**To be sure . . .
SELL HODELL
...to be SURE!**

To be certain of maximum chain sales display Hodell chains. Their reputation and popular acceptance will identify your store to your customers as a buying center for quality merchandise. So sell Hodell for their sake . . . and for yours!

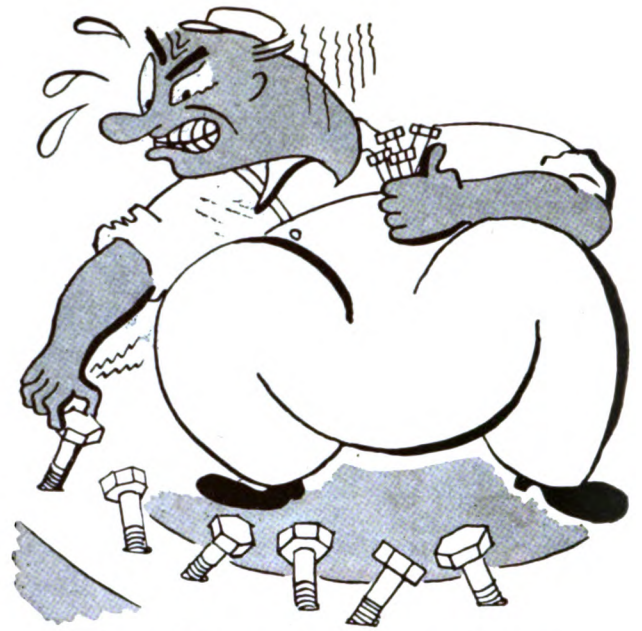
JACK • SASH • SAFETY • LADDER • PUMP • LIBERTY MACHINE • PROOF COIL • STEEL LOADING
LIBERTY COIL • PASSING LINK • BULLDOG • SAMSON • FLAT LINK • REGISTER • DREDGE

ESTABLISHED 1886

THE HODELL CHAIN CO.
CLEVELAND 3, OHIO



This Head is askew



These Threads are eccentric



These Heads and Threads are true



Circle ® Bolts and Nuts are used everywhere in large volume by leading manufacturers of quality products. They are the kind of bolts you can handle for your trade with complete assurance... as well as steady profit.

BUFFALO BOLT COMPANY

North Tonawanda, N. Y.

SALES OFFICES IN PRINCIPAL CITIES

Export Sales Office: Buffalo International Corp.,
50 Church Street, New York City

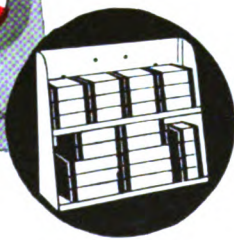
...they are CIRCLE

® BOLTS

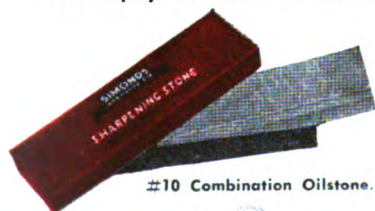
Fast line to Quick Profits



ASSORTMENT HA 7 items (2 wheels each) mounted on display. 26 wheels on shelf space at rear.



For self-selling effectiveness—for smooth going to steady profits, display Simonds Abrasive Company hardware specialties at strategic sales spots—grinding wheel assortment HA on 1 1/4 sq. ft. of space in your tool section—utility kits of mounted wheels and points near tools for homecraftsman and hobbyist—household knife sharpeners in your cutlery department—sharpening stones, oil stones, scythe stones beside gardening and farm implements and in your sporting goods section. With Simonds Abrasive Company's Hardware Catalog, describing the complete, fast moving line of abrasives, you can plan many such associated displays—attention getters that create extra sales among purchasers of edged tools, and steady year 'round profits for you.



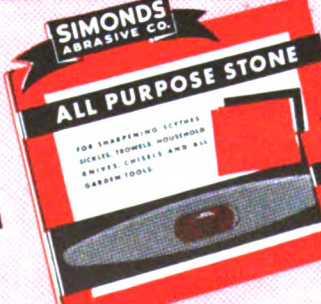
#10 Combination Oilstone.



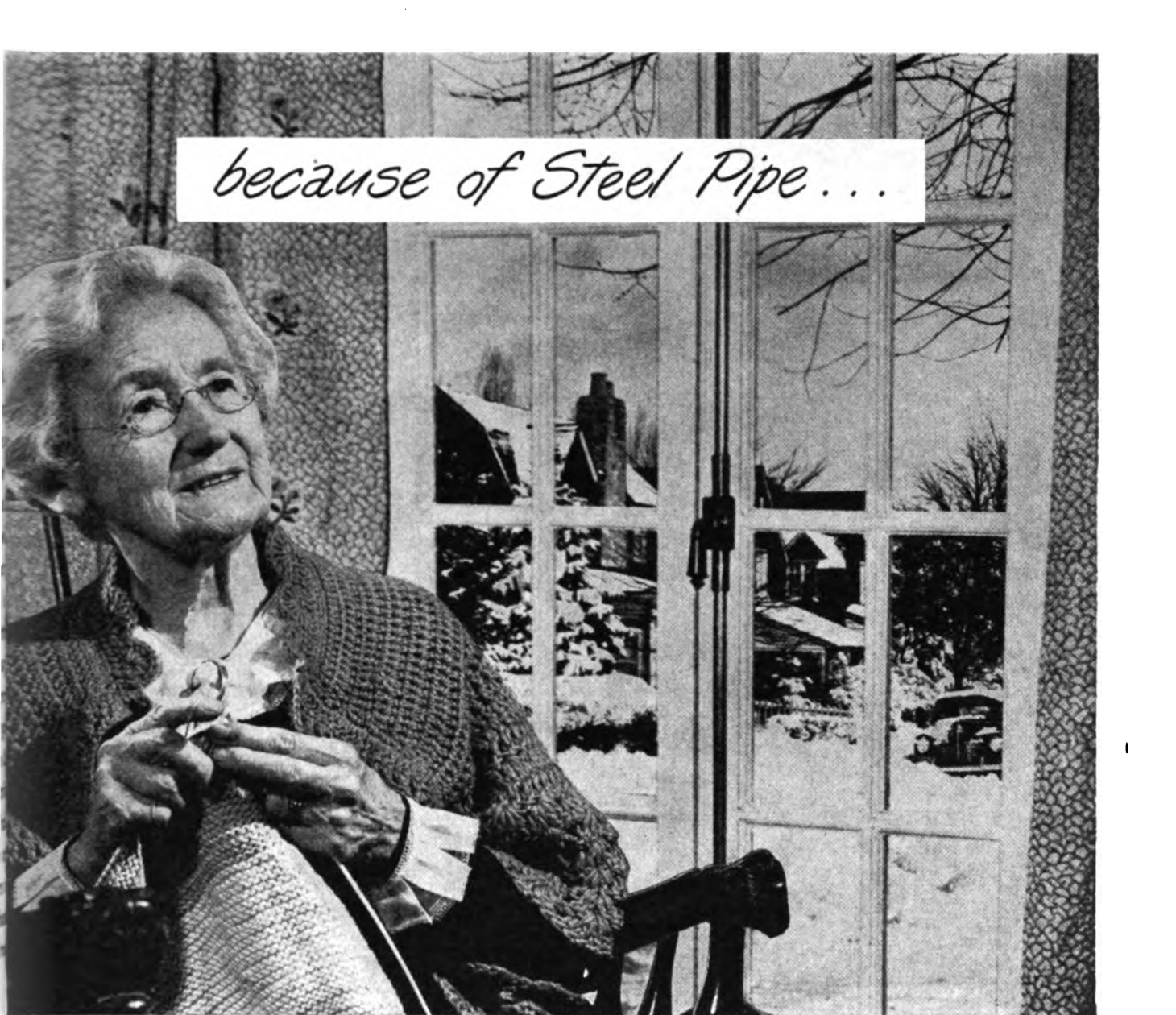
MP21 Utility Kit of Mounted Wheels & Points.



BELOW ARE TYPICAL SELF-SELLING SIMONDS ABRASIVE COMPANY DISPLAYS



SIMONDS ABRASIVE COMPANY • TACONY AND FRALEY STREETS • PHILADELPHIA 37, PA.



because of Steel Pipe...

it's springtime inside!

Now grandma rocks gently through the twilight years . . . warm, comfortable and secure. For to the very old and the very young, year-round warmth is almost as essential to health and peace-of-mind as food or clothing.

Outside the elements may rage but inside it's springtime.

Yes, steel pipe makes it possible!

Uniform, dependable heat in every room in any home is a reality largely because of the economical and plentiful production of *steel pipe*. Whether for conventional hot water or steam heating systems or today's counterpart, the radiant panel method, steel pipe provides a

combination of advantages that makes modern heating available to more people than ever before. Likewise, the heating systems of our great office buildings and industrial plants rely on steel pipe to function smoothly and efficiently . . . to furnish the warmth and comfort so necessary in our daily tasks.

The interesting story of "Pipe in American Life" will be sent upon request.

COMMITTEE ON STEEL PIPE RESEARCH of American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N. Y.

STEEL PIPE MAKES IT POSSIBLE!

... better living through pipes of steel for plumbing and heating purposes.

DEALERS DO BETTER WITH DOBBINS
THE COMPLETE LINE OF HAND AND SMALL POWER SPRAYERS AND DUSTERS



NEW! REVOLUTIONARY
DeLuxe
GARDEN SPRAYER

Smartly designed . . . ultra modern in shape . . . easy to carry and operate . . . dependable. Sprays the "hard-to-reach" places effectively . . . discharges fine and coarse sprays or solid stream. Handles DDT and other insecticide solutions, weed control chemicals and disinfectants. Nothing else like it on the market.

DEALERS PROSPER WITH DOBBINS

It will pay live dealers to build up inventories *now* while Dobbins equipment is available for prompt delivery. Build customer satisfaction, repeat sales and greater profits with the Dobbins *complete line*.
Get in touch with your jobber today!

DOBBINS MANUFACTURING COMPANY

Dept. 201 • Elkhart, Ind. and North St. Paul, Minn.

Address All Inquiries to Elkhart

Dobbins
Superbilt
SPRAYERS • DUSTERS

CASH IN ON THE DEMAND FOR DOBBINS DEPENDABILITY

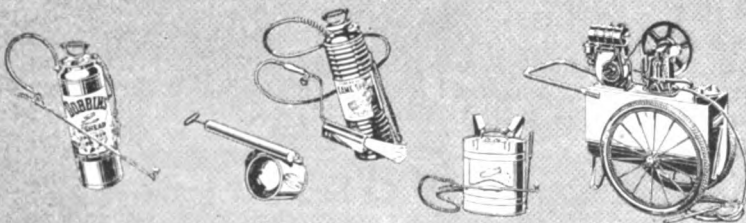
The
GARDENER'S FAVORITE

For Flowers, Shrubs, Vegetables, Etc.

MODEL NO. 8
HANDY SIZE . . . LIGHT WEIGHT

The DeLuxe Garden Sprayer is just one of many styles available. A wide selection of hand and small power sprayers, plus a choice of hand and crank-type dusters, enable Dobbins dealers to meet every practical need.

*Offers NEW
PROFIT
OPPORTUNITIES*





Watch 'Em Blossom Into Sales!

WITH *Green Spot* GARDEN HOSE
EQUIPMENT MERCHANDISING HELPS

Self-selling display cards, eye catching packages, hard-hitting product tags and package inserts are only *part* of Scovill's merchandising program to help you sell the new GREEN SPOT line of garden hose equipment.

Imagine a complete garden hose equipment department in one counter display... feature items consumer-checked to assure volume sales and quick profits... a single source for everything from lawn sprinklers to hose connectors.

This Scovill coordinated merchandising program is working for you, and will continue year after year planting new seeds to

blossom into bigger sales of GREEN SPOT garden hose equipment. SCOVILL MANUFACTURING COMPANY, 36 Mill Street, Waterbury 91, Conn.

Green Spot
GARDEN HOSE EQUIPMENT
KEEPS THAT SPOT GREEN

Sprinklers • Fan Sprays • Hose Nozzles • Quick
Connectors • Couplings • Hose Menders • Clamps
Nipples • Goose Necks

**NOW
THE NEW**

Silver Sweep

LAWN BROOM RAKE

HAS

STEEL-BUTTRESSED TINES

JOBBER:

Write at once for complete information. Be set for dealer demand.

**NEW
STEEL
BUTTRESS**



- **FOR PERFECT ALIGNMENT**
- **PERMANENT TIGHTNESS**
- **EXTRA STRENGTH - LASTING SATISFACTION**

Here's the new SILVER SWEEP Lawn Broom Rake. It's packed with exclusive merchandising advantages. Your customers can depend on it to help them maintain "golf-green" lawns with less effort than any other rake. You can depend on SILVER SWEEP for the lasting customer satisfaction that leads to sales of other products. One satisfied customer writes another, for over the back fences your reputation is made.

ORDER THROUGH YOUR JOBBER

- **PATENTED METHOD OF RIVETING** keeps tines permanently tight.
- **STEEL BUTTRESS** keeps tines in perfect alignment.
- **SPECIAL STEEL ALLOY** flexes without breaking.
- **GENTLY ROUNDED TINE ENDS** protect tender grass and roots.
- **RUST-RESISTANT FINISH** means years of extra service.

- **WIDE 19-INCH SWEEP** makes clean-up easy and fast.
- **FLEXIBILITY** reduces clogging.
- **SPECIAL DESIGN** means constant straight-line contact with ground . . . Every Prong Sweeps the Lawn at Any Angle.
- **TAPERED HANDLE SOCKET** for extra strength.
- **STREAMLINED FERRULE** for extra attractiveness.
- **SELECTED SOLID WOOD HANDLE** . . . finished in beautiful jade green.
- **POPULAR PRICE** for quick sales.

Every Prong Sweeps the Lawn . . . at Any Angle

G-H SPECIALTY COMPANY

3408 N. HOLTEN STREET
MILWAUKEE 12, WISCONSIN

HOW SHERMAN STOPPED NOZZLE LEAKAGE

Stem and Spray Point Are One Piece

Packing

Barrel screws Up and Down on stem to open and close Nozzle.

ORDINARY NOZZLE

Packing subject to Wear in 2 ways:
By turning of Barrel and By Up and Down Movement of Barrel.

EXCLUSIVE "GOLD LABEL"

50% less wear on Packing due to "non-rising" stem. After long service, packing nut can be tightened to assure leak-proof service.

Threaded Spray Point Moves Up and Down on Stem.

Barrel Turns But Does Not Move Up and Down.

Sherman

"GOLD LABEL"

**The Finest
Hose Nozzle
Ever Made**

EXCLUSIVE

**LEAK-PROOF
"NON-RISING"
STEM
CONSTRUCTION**

Patented



This nationally advertised Sherman "Gold Label" Nozzle is the most extensively sold Hose Nozzle in the country. It is a truly superior nozzle, both in appearance and in operation. It has the Sherman, patented, non-rising stem construction that assures years of leak-free service.

The "Gold Label" is made of heavy, genuine bronze,

streamlined in design, and with distinctive wide, knurled bands that give it extra eye appeal. Fingertip adjustment for misty spray, full stream, or positive, leak-free shut-off. Standard $\frac{3}{4}$ " hose thread.

Make sure of getting your stock of "Gold Label" Nozzles. Order from your wholesaler today.

MADE WITH THE PRECISION AND DURABILITY OF A HIGH QUALITY STEAM VALVE



Above is a breakdown photo showing the parts used in the "Gold Label" Nozzle.

H. B. SHERMAN MFG. CO.

BATTLE CREEK, MICHIGAN

Stop

THAT "BUCKET BRIGADE"

with a

"DETROIT" CRC-433 FUEL TRANSFER PUMP

Modernize old heater installations and equip new vaporizing burners with the "Detroit" CRC-433 Fuel Transfer Pump. It eliminates carrying fuel oil from storage tank to heater—makes the fuel system entirely automatic.

Your customers will enjoy the added convenience of this quiet and trouble-free means of fuel supply.

Capacity—80 cc. per minute, or 1 1/3 gallons per hour, at 25 foot suction lift.

The following features of the CRC-433 mean satisfied customers and extra profit to you:

Compact • Neat Appearance

Quiet Operation

Large Inlet Strainer, Easy to Clean

Motor Driven Four-vane Pump

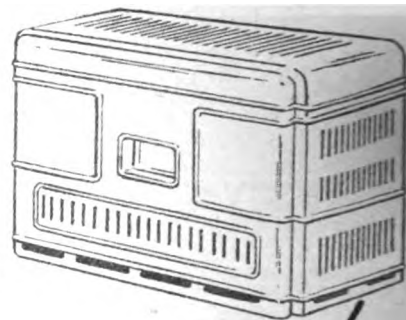
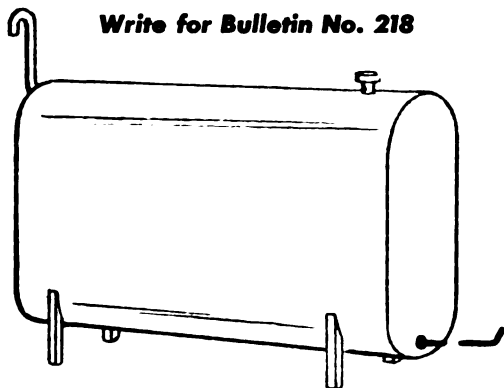
Overflow Connection

Easy to Install

Automatic Shut-off if tank runs dry

Simple Construction, Easy to Service

Write for Bulletin No. 218



"DETROIT" FLOAT VALVES

For space heaters, water heaters, floor furnaces, furnaces and ranges. This is the best, most reliable control for vaporizing oil burners. Easily cleaned, maintenance no problem. Full temperature compensation assures even flow of fuel regardless of oil temperature. "Detroit" CRC-239 illustrated. Write for bulletin.



2915

DETROIT LUBRICATOR COMPANY



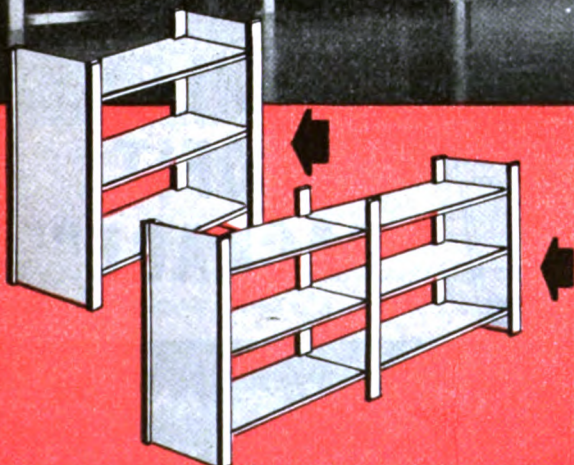
General Offices: 5900 TRUMBULL AVENUE, DETROIT 8, MICHIGAN

Division of AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

Canadian Representatives — RAILWAY AND ENGINEERING SPECIALTIES LIMITED, MONTREAL, TORONTO, WINNIPEG

"Detroit" Heating and Refrigeration Controls • Engine Safety Controls • Float Valves and Oil Burner Accessories • "Detroit" Expansion Valves and Refrigeration Accessories • Stationary and Locomotive Lubricators

LIBRARY - WAREHOUSE OFFICE AND STOREROOM SHELVING



PREFABRICATED! AND EASY TO ERECT!

Hines-Shelves can be built up—two and three sections high—and set up in any length in multiples of three feet with starter and extension units. Very strong—all parts come ready cut, carton packed, ready to assemble with a screwdriver.

Hines-Shelves are made with a pre-cut frame of clear Ponderosa Pine which is fastened together with patented, cadmium plated hardware bracket. Shelves and ends are cut from Masonite Temperd Presd-wood. Standard units—both starter and extension—are 34 in. high, 36 in. wide and 11½ in. deep, and are ready for immediate delivery. Where quantities are large, special sizes will be built to order.

EDWARD HINES LUMBER CO.
2431 SO. WOLCOTT AVE., CHICAGO 8, ILLINOIS

EDWARD HINES LUMBER CO.

2431 SO. WOLCOTT AVE., CHICAGO 8, ILLINOIS

Please send complete information on Hines-Shelves, and name of nearest distributor.

Name.....

Address.....

City.....State.....

YOUR DOORS OF OPPORTUNITY!

4 best sellers

"ECON-O-MAT"

"SLIDE-UP"

"SWING-UP"

"SWING-UP"
(HEAVY DUTY)

Sold only through recognized dealers — in national magazines to the people in your community — A complete line of FLOATING equipment that enables you to handle

Take advantage of this Sales-Loan



**STANLEY
"PROFIT
PACKAGE"**

— EVERYTHING YOU NEED TO GET SALES ROLLING AND KEEP THEM COMING — FROM ARCHITECTS, BUILDERS, OWNERS

Descriptive Folders • Catalogs • National Advertising
Newspaper Advertisements • Dealer Signs • Mailing Pieces

STANLEY

Reg. U.S. Pat. Off.

The **GREATEST** Name in Door Hardware

For any residential, commercial or industrial door
that Lifts — Slides — Swings — Rolls — or Folds.

*Copyrighted



OPPORTUNITY never knocked louder or harder for alert dealers than it does right now — to cash in on Stanley *Floating Door Equipment* for garages.

TODAY, 4 out of 5 home owners need this low-cost equipment to modernize old, sagging garage doors.

EVERY DAY, 5 out of 5 home builders are prospects

for this modern Stanley *Floating Door Equipment*!

There is hardware equipment to convert old, "sick" and battered doors into a modern, smooth-working floating door. Also modern hardware equipment that will give lifetime satisfaction on new homes . . . all at prices within the easy reach of any home builder.

-----MAIL THIS COUPON TODAY!-----

The Stanley Works
Garage Door Division
New Britain, Conn.

We're interested in the sales opportunities for dealers offered by Stanley *Floating Door Equipment*. Send us the details.

Name

Company

Address

City.....State.....

*Move
Fast*

It says:
"GOOD
PAINT
HERE"



DEVOE

The name DEVOE is important to you who handle our products—whether it's on your own sign or on the container—whether it appears in large or small type. It says with all the authority of our nearly two centuries of experience that you're handling products that are "good" in every sense of the word. This means they are fine quality products that are right for their jobs—with

good consumer acceptance—and with the added advantage of thoroughly good profit for you.

Make the most of the experience of others who handle these fine products—by making sure your stock is ample and represents a worth-while cross section of items in the fast selling Devoe line of quality materials.

An Honored Name— A Profitable Franchise for YOU



Devoe is rightly proud of this emblem.

It represents the award of the Diamond Anniversary Certificate by the Brand Names Research Foundation. It acknowledges the fine, nation-wide standing of the Devoe name for more than 75 years.

When you become a Devoe Agent, you share the nation-wide trust and acceptance of this fine name in paints. And today, your customers insist on known brands as never before. With the complete range of Devoe Paint and Varnish products, you are set to profit (as

thousands of other dealers already have) from the tremendous resources, and exceptional know-how of a great organization. Write today on your business letterhead for full details on how you can become a Devoe Agent in your community.

DEVOE & RAYNOLDS COMPANY INC.

787 First Avenue, New York 17, N. Y.





**These 2 NEW PROFIT-
PULLERS PEP UP YOUR
VENETIAN BLIND
DEPARTMENT!**

**Popular Priced
RU-SON RE-TAPE and
RE-CORD KITS Renew
Blinds Easily, Colorfully**

Here is a quick way to rejuvenate battered blinds. Each RU-SON TAPE and CORD KIT services one blind. Individually packed, with 16 popular colors and 3 slat sizes from which to choose. Any home owner can do the job in a matter of minutes.

SERVICE PER BLIND SELLS FOR \$1.98 — YOUR COST ONLY \$1.10

Attractive blue and white display box holds one dozen RE-CORD KITS, one dozen solid woven ladder RE-TAPE KITS. Each RE-CORD KIT contains 2 matching colored tassels and equalizer.

You pay \$9.60 per dozen for RE-TAPE KITS—\$3.60 per dozen for RE-CORD KITS. Your suggested resale price is \$1.39 for the RE-TAPE KIT, 59c for the RE-CORD KIT. Sizes available for 1 3/4", 2", 2 3/8" slats.

Note: We manufacture a full line of window shade accessories, including window shade ring pulls, tassels, novelty plastic shade pulls, luminous light pulls. All are available immediately.

**Match any style of Decoration
from these 16 Colors:**

Rust	Chinese Red
White	Dark Green
Black	Apple Green
Cream	Peach Skin
Tea Rose	Mulberry Wine
Alice Blue	Duck Natural
China Blue	Chocolate
Royal Blue	Mingle Linen

**Write, wire or phone today
for complete details.**

JOBBERS — DISTRIBUTORS!

**Your inquiries will receive
prompt attention.**



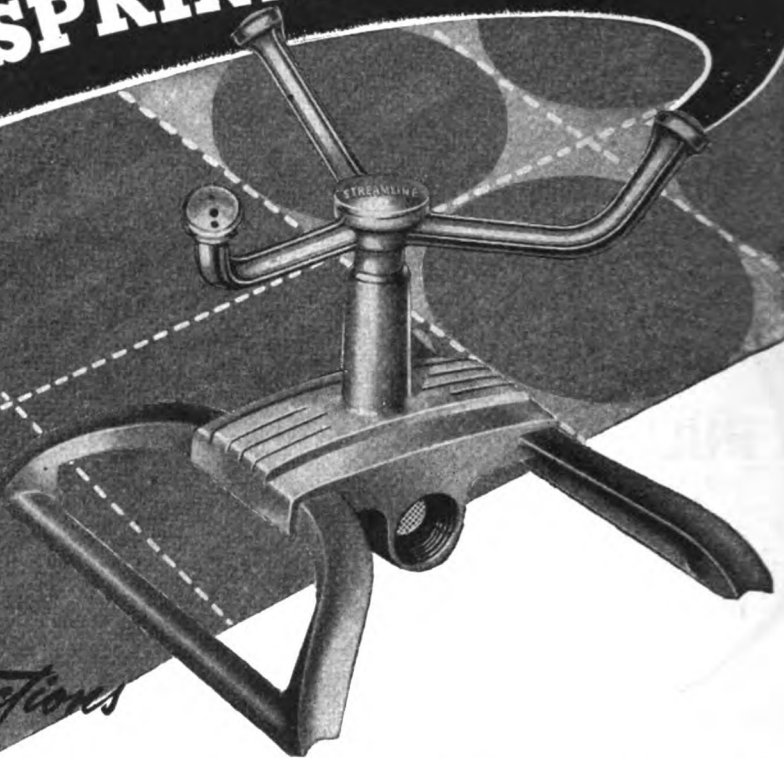
J. RUBINSTEIN & SONS

215 Neptune Avenue, Jersey City, N. J.



THE AMAZING *Streamline* LAWN SPRINKLER

... Actually
saturates lawns
in **SQUARES**
instead of circles
No Unsprinkled Sections



Here is a lawn sprinkler that is bound to move quickly when your prospects see it on display.

The STREAMLINE Lawn Sprinkler is manufactured by the Mueller Brass Co.—one of the largest brass and copper mills in the Country. The Mueller Brass Co. trademark, STREAMLINE, under which this sprinkler is sold, is internationally famous as the mark of high quality, time-tested products.

This sprinkler saturates in SQUARES instead of circles. It has a range of from 3 to 24 ft. on the side, and operates from 4 lbs. of water pressure up. It sprinkles right up to its own base, and the square sprinkled is parallel to its base.

Owing to its construction, it is almost impossible to

tip over when manipulating the hose to change it from one position to another. It eliminates the annoyance of wet paths and sidewalks, and its position is changed without turning off the water. It will operate on moderate inclines as well as on the level.

The STREAMLINE Lawn Sprinkler is handsome in appearance, and sturdily constructed of non-rustable materials. There are no threaded parts to become loosened. It is tested, adjusted and inspected before shipping, and no further attention is necessary. The sprinkler is ready for use when removed from the carton—neither dealer or user has any assembling, tightening or adjusting to do.

STREAMLINE Lawn Sprinklers are sold through your jobber.

Mueller Brass Co. products are advertised in many national publications. They are well known throughout the nation as quality products.

STREAMLINE
PIPE AND FITTINGS DIVISION
MUELLER BRASS CO.
PORT HURON, MICHIGAN

Double Profits WITH LITE-BY-NITE Numbers & Lawn Stands

They sell each other!

**4 reasons why
LITE-BY-NITE NUMBERS
are a Sales Sensation**

35¢

per numeral
RETAIL

- 1 Made from the nationally advertised "Scotchlite," with more than 30,000 light reflecting particles per square inch. They reflect car headlights more than $\frac{1}{2}$ block away—make it easy to find a home or office in the dark.
- 2 Adhesive-backed for easy placement on mail boxes, gateposts, lawn stands, or any metal, glass, or painted wood surface. Gold numbers are particularly well suited to dark backgrounds. Black numbers—which turn to gleaming silver in front of headlights—are best for white backgrounds.
- 3 Both material and adhesive will last for years regardless of weather conditions.
- 4 Recommended low price builds sales volume.

Black aluminum SCOTTIE DOG CUTOUT

Approximately
15 in. by 12 in. with
5 in. steel pegs.

Recommended price:

\$1.95

RETAIL

White aluminum DELUXE LAWN STAND

With reinforced edges,
approximately 14 in. by
6 in. with 12 in. steel pegs.

95¢

RETAIL

Recommended price:

LITE-BY-NITE Numbers

Make it easy for friends to find
your home or office at night...

THEY REFLECT CAR HEADLIGHTS $\frac{1}{2}$ BLOCK AWAY

MAIL BOXES
and
GATE POSTS

these attractive LAWN STANDS

Don't keep your friends in the dark!

This attractive gold and black combination shipping package and counter display piece grabs customer attention... contains 6 each of gold and black numerals, 0 through 9 (120 units) in individual cellophane envelopes... also "Directions for Use" slips with blank space for dealer imprint. Size 10 in. x 12 in. x $1\frac{1}{2}$ in.

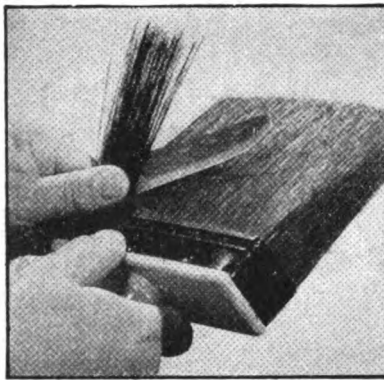
INQUIRIES INVITED

Dealer and Specialty Jobber inquiries are invited. Ask about high discounts, pre-paid drop shipments, effective stock replacement plan, and sales help program. A few exclusive territories are still open to manufacturers' representatives with specialty sales organizations calling on hardware, garden supply, variety store trade.

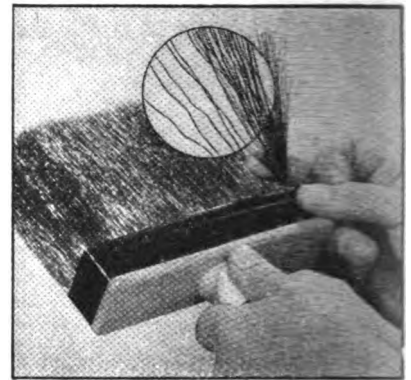
THEODOS MANUFACTURING CO.

2307 MAIN STREET, SANTA MONICA, CALIFORNIA

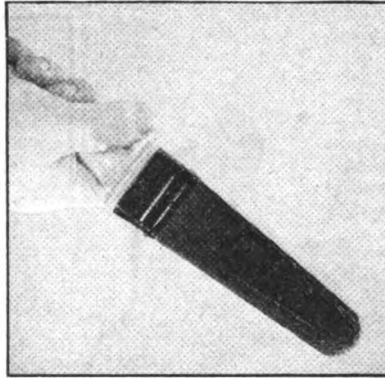
What to look for in a good Flatting Brush



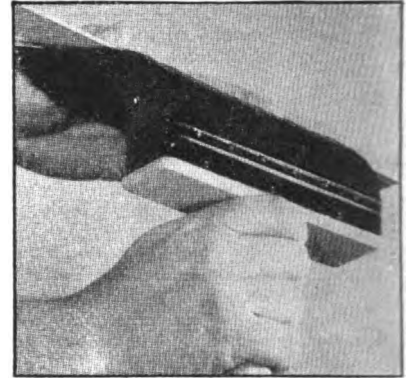
1. Finest Chinese bristles should be boiled, straightened and scientifically mixed, as in the Rubberset process, to guarantee uniformity and perfect performance.



2. Nylon brushes give you maximum paint pickup and delivery when filaments are crimped with the Permanent Wave, exclusive Rubberset development.



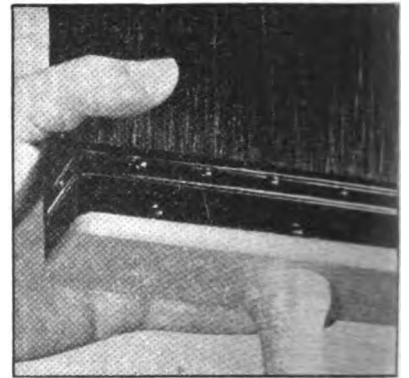
4. Slightly chiseled tip eliminates breaking-in—assures smooth, even film from the first dip.



5. Minimum of short length bristles on outside of brush prevents splattering of paint.



7. To test permanency of setting, hit bristles lightly against table edge. (Rubberset's exclusive setting locks bristles everlastingly in place.)

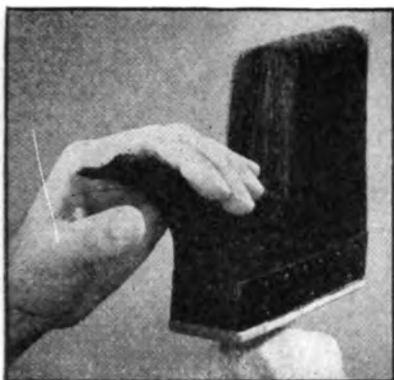


8. Ferrule should be beaded for additional strength and rigidity, securely nailed to block.

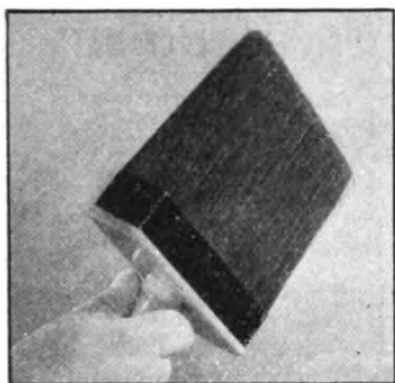
RUBBERSET

Made only by

The Rubberset Company, 56 Ferry Street, Newark 5, New Jersey.
Established 1873. Factories: Newark, N. J., Salisbury, Md., Craven-
hurst, Ont., Canada — Branches: Los Angeles, Cal., St. Louis, Mo.



3. Full stock of carefully selected lengths of bristle to assure speedy, even flow of material over large surface areas.



6. Bristles set at slight angle assures perfect taper to chisel tip. Full weight of bristles should be at working end.



9. Look for the name Rubberset—not just "Set in Rubber." Only a genuine Rubberset brush carries the Rubberset guarantee.

(and what
you'll find
in every
RUBBERSET
Flatting Brush!)

#472—Pure Bristle

Made of finest imported hog bristles for smooth, fast performance.

#1472—Permanent Wave Nylon

Long-lasting. Exclusive Rubberset Permanent Wave development gives greater coverage.



BRUSHES

the Rubberset Company

NEW

MARSH

Duo-Temp

INDOOR-OUTDOOR
Dial
THERMOMETER



Self-selling because it's new!

... Steady-selling because it's needed!

This new and better outdoor and indoor temperature indicator for home or office was pre-tested for you in the late months of '47 with a resulting sales record so phenomenal that we now *know* we are offering you a sure-fire profit maker. Here's what it gives you:

1 The first and only fully mechanical indoor-outdoor thermometer. Outdoor temperature is shown on the top scale; indoor, on the bottom scale of Duo-Temp's big, easy-to-read dial—a welcome change from the hard-to-read glass tube thermometer. It has the sales appeal of novel merchandise. It is attractively different to look at, handsomely styled for the finest interior. Because it is entirely mechanical, there are no glass tubes to break; none of the inaccuracies due to separated columns of mercury or spirits. Installation is a pleasant task anyone can perform in a few minutes.

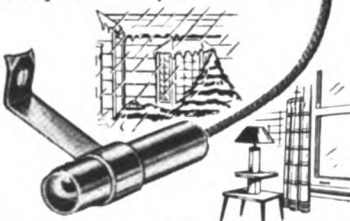
2 Already a seasoned and proved seller—with name prestige. We dropped Duo-Temp into the market cold in late '47. Without any special sales-promotion push at that time, thousands were sold. Owners quickly told friends—are still telling them so that checked repeat orders from word-of-mouth advertising show astounding volume. Naturally, we believe that the Jas. P. Marsh name has something to do with this—a name of real authority throughout the instrument world.

3 The support of national advertising. Duo-Temp has been advertised in magazines such as *House & Garden*, *House Beautiful*, *Esquire*, *Field & Stream*, *Science Illustrated*. Reaction proves its appeal to men and women alike. Larger advertising is under way this year.

4 The support of attractive selling aids. A handsome "quality" package to match the instrument... a striking display in full color, showing a flesh-and-blood demonstration of Duo-Temp... excellent circulars that have helped sell thousands.

5 An incredibly low price. The \$6.75 ticket on this thermometer is made possible only by large-scale production through mass-precision methods developed in the new, ultra-modern Marsh plant. It is an unprecedented value in fine instruments—and there is good profit for you. Ask for proposition.

Duo-Temp measures 3½ in. square, and is equipped with 5 ft. of capillary tubing. Retail price, complete with outside bulb, mounting bracket and tubing **\$6.75**



JAS. P. MARSH CORPORATION

DEPT. 20, SKOKIE, ILLINOIS

Manufacturers of precision instruments since 1865

DESIGNED FOR *Beauty!*

PACKAGED FOR *Profit!*

Milapaco
HANDY-PACK
DOILIES, PLACE MATS

The gracious, old-world beauty of fine laces, re-created in select papers by Milapaco are a popular favorite with hostesses everywhere. Any paper counter becomes doubly important, twice as profitable, when these exquisite doilies and place mats are displayed in their HANDY-PACK containers.



100 TO A BOX!

Every Handy-Pack unit contains 100 perfect reproductions of the design shown, in detail, on its cover.

HANDY-PACK SHOWS THEM HOW!

Every container shows uses and suggestions for Milapaco doilies and place mats on the reverse side.

Milapaco
SINCE 1898

MILWAUKEE LACE PAPER CO.
1306 E. MEINECKE AVE. • MILWAUKEE 12, WIS.

BRANCH OFFICES AND WAREHOUSES | 98 BLEECKER ST., NEW YORK 12, N.Y.
1018 SANTA FE AVE., LOS ANGELES 21, CALIF.



Something you can
TAKE HOLD OF
AND SELL!



brilliantly labeled for greater profits!





Look for the
Reynolds Seal on
every knob + label
...Trade Mark of
Quality in
Aluminum!

- 096 6 Cup Drip Coffee Maker
- 116 6 Cup Percolator
- 118 8 Cup Percolator
- 126 5 Qt. Teakettle
- 147 7" Fry Pan — Steel Handle
- 150 10" Fry Pan — Steel Handle
- 157 7" Fry Pan — Plastic Handle
- 158 8" Fry Pan — Plastic Handle
- 159 9" Fry Pan — Plastic Handle
- 160 10" Fry Pan — Plastic Handle
- 170 Covered Chicken Fryer
- 181 1½ Qt. Double Boiler
- 205 Cookie Sheet
- 300 Storage Pan
- 321 Pudding Pan, 1½ Qt.
- 322 Pudding Pan, 2 Qt.
- 323 Pudding Pan, 3 Qt.

- 2401 4 Qt. Covered Stock Pot — Loop Handle
- 2402 4 Qt. Covered Stock Pot — Plastic Handle
- 2403 4 Qt. Covered Stock Pot — Bail Handle
- 2404 6 Qt. Covered Stock Pot — Loop Handle
- 2405 6 Qt. Covered Stock Pot — Plastic Handle
- 2406 6 Qt. Covered Stock Pot — Bail Handle
- 2407 8 Qt. Covered Stock Pot — Loop Handle
- 2408 8 Qt. Covered Stock Pot — Plastic Handle
- 2409 8 Qt. Covered Stock Pot — Bail Handle
- 2410 10 Qt. Covered Stock Pot — Loop Handle
- 2411 10 Qt. Covered Stock Pot — Plastic Handle
- 2412 10 Qt. Covered Stock Pot — Bail Handle
- 6329 4 Qt. Open Sauce Pan — Steel Handle
- 6330 4 Qt. Open Sauce Pan — Plastic Handle
- 6343 1½ Qt. Open Sauce Pan — Steel Handle
- 6344 1½ Qt. Open Sauce Pan — Plastic Handle

- 6345 2 Qt. Open Sauce Pan — Steel Handle
- 6346 2 Qt. Open Sauce Pan — Plastic Handle
- 6347 3 Qt. Open Sauce Pan — Steel Handle
- 6348 3 Qt. Open Sauce Pan — Plastic Handle
- 6437 3 Qt. Covered Sauce Pan — Steel Handle
- 6438 3 Qt. Covered Sauce Pan — Plastic Handle
- 6439 1½ Qt. Covered Sauce Pan — Steel Handle
- 6434 1½ Qt. Covered Sauce Pan — Plastic Handle
- 6435 2 Qt. Covered Sauce Pan — Steel Handle
- 6436 2 Qt. Covered Sauce Pan — Plastic Handle
- 6491 4 Qt. Covered Sauce Pan — Steel Handle
- 6492 4 Qt. Covered Sauce Pan — Plastic Handle
- 080 Dish Pan, 10 Qt.
- 084 Dish Pan, 14 Qt.
- 350 Cafeteria Tray
- 796 Picnic Kit



Lifetime

quality in

the popular

price range

heavy-gauge... no hot spots!

Genuine Reynolds Lifetime Aluminum, quality controlled all the way from the mines to you... heats more quickly and more evenly, reduces the risk of scorching or burning.

heavier-domed lids... hold steam in, condense it quickly!

Flavor-laden juices drip back in... you cook with less water.

rounded corners... easier cleaning! Scientifically designed contours that can be wiped out easily with a cloth. With proper attention these utensils will never need rough scouring.

flat bottoms... use less fuel!

The new bottom design that fits squarely over any burner... gets more cooking efficiency out of less heat.

cool plastic knobs... choice of handles! Reynolds Lifetime Aluminum Heavy-Gauge Cooking Utensils have cool, handsome knobs of plastic. All saucepans offered in choice of metal or finger-fitting plastic handles. All saucepots with metal or plastic loop or bail handles.

REYNOLDS *Lifetime* ALUMINUM

HEAVY-GAUGE COOKING UTENSILS

From one of America's great
Producers of Aluminum



Quality Controlled
from mines to you!



Backed by the National Advertising
of Reynolds *Lifetime* Aluminum

I'm a high hat chef, and How!
Since I discovered *CAPTIVE HEAT*

Better cooking is built in the Triple Thick
Bottom of Reynolds Lifetime Aluminum!



Cook fresh vegetables the modern "scientific" way your
Reynolds Triple-Thick Bottom spreads the heat so evenly there are
no hot spots to cause sticking and scorching... and the secret
is built in by the amazing Reynolds Triple-Thick Bottom. Cook a tomato
sauce for just twice as long as you would with a regular pot... and you don't
the center has all over. Cover this pot and leave it... you don't!

used to watch! By all means, let your eyes glaze over the high
siding of this new Reynolds line... the thought when the first bit
came that to all buyers, the secret thrill is when you get your
sticking, but remember, the biggest thrill is when you get your
purchase home on the range. That's where Reynolds Lifetime
Aluminum was shown.

BETTER LOOKING! BETTER COOKING! BETTER BALANCE! BETTER BUY!

REYNOLDS *Lifetime* ALUMINUM
TRIPLE THICK BOTTOM—GUARANTEED FOR LIFE



Reynolds Lifetime Aluminum Heavy-Gauge
Cooking Utensils are distributed through 333
jobbers from coast to coast. Write or

phone any of the following Reynolds
representatives for the name of the jobber
nearest you, and for all further details.

W. J. Tryon
A. S. Hamilton, Jr.
John Horn
John Murray
Reynolds Metals Co.
19 E. 47th Street
New York, New York
Eldorado 5-7700

Roy A. Knight
Joe Dougherty
Reynolds Metals Co.
1600 Arch Street
Philadelphia, Pa.
Rittenhouse 4300

Gene A. Becker
Reynolds Metals Co.
1806 Mercantile
Bank Bldg.
Dallas, Texas
Riverside 3429

Wm. E. Blair, Jr.
Reynolds Metals Co.
1209 Landreth Bldg.
St. Louis, Missouri
Chestnut 4861-2

Hunter B. Keck
Reynolds Metals Co.
97 W. Union Street
Pasadena, California
Sycamore 27153

A. G. Cardineau
Reynolds Metals Co.
441 Parks Square Bldg.
Boston, Mass.
Liberty 0655

Boyd B. Mahon, Jr.
Reynolds Metals Co.
2000 S. 9th Street
Louisville, Kentucky
Magnolia 4000

Henry W. Remmers
Reynolds Metals Co.
1004 Wrigley Bldg.
Chicago, Illinois
Whitehall 2200

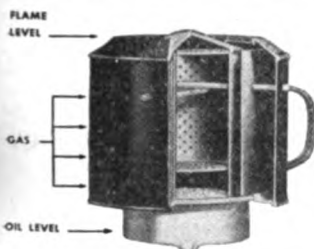
David K. Brown
Reynolds Metals Co.
Third & Grace Streets
Richmond, Virginia
Richmond 7-3411

Sam T. Howie
Reynolds Metals Co.
1202 Watauga Street
Raleigh, North Carolina

S. S. Ballard
Reynolds Metals Co.
White Henry Stuart Bldg.
Seattle, Washington
Seneca 2722-B



A powerhouse of consumer advertising is pre-selling your customers!



THE FAMOUS NESCO SHORT CHIMNEY BURNER generates its own gas, burns with clean blue flame. No smoke, soot or smell. Wide temperature range.



ELBOW-ACTION CONTROLS. Nesco burners have exclusive elbow-action controls that provide fine flame adjustment. No ratchets, cogs, gears or cams!

CONVENIENTLY SPACED BURNERS, 10½" between centers, permit full flame coverage of 3 large utensils. Fuel tank easily accessible from top.



ROOMY, HEAVILY INSULATED OVEN. Measures 16½" x 12½" x 18½" — large enough to hold big roasts. Insulation saves fuel.

THE GREAT NESCO KEROSENE RANGE

The oil range that cooks like a gas range

Recognized everywhere as outstanding in styling, advanced features and dependability, the famous Nesco oil ranges and heaters are being aggressively advertised in outstanding farm magazines and in 348 weekly newspapers. Fine products, backed by excellent pre-selling effort, are two big reasons why forward-looking dealers value the Nesco franchise highly.

NATIONAL ENAMELING AND STAMPING COMPANY

Executive Offices: 270 N. 12th St., Milwaukee 1, Wisconsin

Sales Offices: Merchandise Mart, Chicago • Candler Building, Atlanta • 200 Fifth Avenue Building, New York • Ambassador Building, St. Louis • Western Merchandise Mart, San Francisco

YOU CAN SELL *MORE* FILES ...*MAKE MORE PROFITS*...

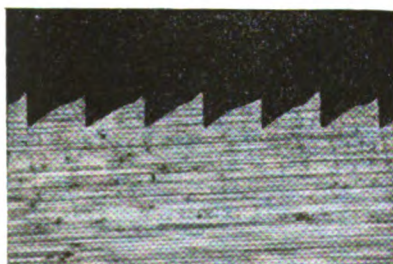
THE *DISSTON* FAST-CUT FILE DISPLA



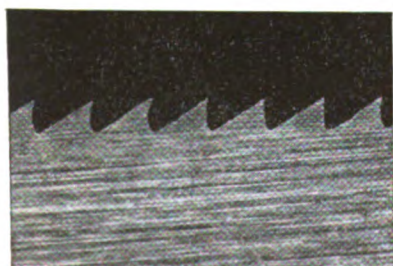
Thousands of Hardware Retailers now are finding out that this attractive new display puts speed in the sale of Disston Fast-Cut Files. It will do as much for you. Simply place the display where customers can get close enough to pick up the files and examine them. Many of your customers will be reminded that they need new files... and they're sure to like the Fast-Cut.

The display is a conveniently arranged pack, containing only 48 files of the fastest selling patterns and sizes sold in the hardware store... and with all shapes and sizes in plain sight. Each file is inserted in a cellophane pouch, which enables customers to examine files without touching teeth... also helps to keep files clean and fresh looking. Printed in orange on the cellophane are: pattern, size, and a space for your selling price.

Enlarged photographs show ordinary file gullet, sharp and congested, in contrast with round, smooth, open Disston Fast-Cut gullet.



Ordinary Type File



Disston Fast-Cut File

FAST-CUT FILE FACTS to remember... **and USE in making sales**

1. Fast-Cut Files are *different*... an exclusive product of Disston engineering.
2. Made of high grade file steel with improved heat treatment... hard, tough, uniform.
3. Teeth are extra strong, accurately cut, and will give good service much longer than ordinary files. They cut shavings instead of chips and dust.
4. Gullets are shaped with sufficient clearance to prevent clogging.
5. A product of more than 80 years of file-making experience.

and have your customers
 enjoy the economy of quality

SHOWMANSHIP AND SALESMANSHIP



48 FAST
 MOVING FILES
 IN A SINGLE
 COMPACT UNIT



HERE'S WHAT YOU GET

- ½ Doz. 10" Mill Bastard
- 1 Doz. 8" Mill Bastard
- ½ Doz. 6" Mill Bastard
- 1 Doz. 6" Slim Taper
- 1 Doz. 6" Ex. Slim Taper

4 Dozen of the most popular types and sizes of files sold in Hardware Stores

All Disston
 Fast-Cut Files
 In Display Box
 Your Cost **\$10.27**

VERTISED IN THE SATURDAY EVENING
 ARCH 20th ISSUE **POST**

reaching 12,000,000 readers, including a large percentage of your customers and prospects. Identify your store with this advertising. Be sure to have the pack displayed when the advertisement appears.



ORDER NOW

Order a Disston Fast-Cut File Display Pack from your Hardware Wholesaler, or write direct for further particulars.

254 Tacony, Philadelphia 35, Pa., U.S.A.



CRESCENT

tools of Certified Quality

Complete dependability is a "must" for jobs such as this. Crescent Wire Grips are tested and certified for full safe load capacity before they leave the factory.



Individual testing, though costly, is the only sure method of determining the quality and dependability of each tool that reaches the market. At Crescent, a tag is attached to every tool which has been individually tested, certifying that the tool has passed tests designed to insure that it will live up to all that should be expected.

In addition to wire grips, the Crestoloy line of pliers is individually tested. Other items are production tested, and while not individually tagged, constant checks are maintained so that there is little likelihood of defective tools reaching purchasers.

***CRESCENT TOOLS**

Give Wings to Work



*"CRESCENT" is our trade-mark registered in the United States and foreign countries for wrenches and other tools. "Crescent" tools are made only by Crescent Tool Company of Jamestown, N. Y., and are sold by leading distributors everywhere.



YES, THERE'S A BIG DEMAND for the 10-foot Carlson Rule by workmen and craftsmen in every industry, and by appliance salesmen, by machinery salesmen and by hundreds of men in the service industries.

You'll find that it will pay you to point-up and point out to every customer that the Carlson "10-FOOTER" is now available.

Stock up with a supply of Carlson 10-foot rules . . . tell your sales clerks about them . . . and watch them move like magic from your shelves.

The Carlson line of steel tape rules offers many ways to satisfy rule buyers, so carry a complete stock of Carlson Rules and Replacement Blades.

Each style and size of Carlson Rule comes in a colorful individual box which graphically shows how to replace worn or broken blades. Six rules are packed in an attractive display carton. Order a supply today!

**SOLD THROUGH LEADING
HARDWARE STORES**

Carlson & Sullivan, Inc.
MONROVIA, CALIF.

WHITE CHIEF	HOBBY	CHIEF
Model No.	Model No.	Model No.
326—6 ft.—16ths both edges	126—6 ft.—16ths & 32nds	226—6 ft.—16ths & 32nds
328—8 ft.—16ths both edges	128—8 ft.—16ths & 32nds	228—8 ft.—16ths & 32nds
	126ME—6 ft.—Metric & English	2210—10 ft.—16ths & 32nds
	128ME—8 ft.—Metric & English	226ME—6 ft.—Metric & English
	128TE—8 ft.—10th-100ths & English	228ME—8 ft.—Metric & English
		22M—2 Meter—Metric both edges
		23M—2½ Meter—Metric both edges

WHITE CHIEF TAPE LINES ARE MANUFACTURED UNDER U. S. PATENT 2089209

CHOOSE FROM 20,000
SHAPES AND SIZES IN THE

REPUBLIC UPSON

full line!

... and cash in on the economies of
buying from one dependable source of supply.

Republic Upson headed and threaded prod-
ucts go together easily, stand up in heavy
service and meet exacting requirements
everytime. Your choice always is right
when it's Republic Upson — backed
by almost a century of manufac-
turing skill and experience.

REPUBLIC STEEL CORPORATION

BOLT AND NUT DIVISION
CLEVELAND 13, OHIO AND GADSDEN, ALABAMA
Export Department: Chrysler Building, New York 17, N. Y.

REPUBLIC *Upson
Quality*



BOLTS AND NUTS

Other Republic Products include Woven Wire Fencing, Barbed Wire, Fence Posts, Bale Ties, Pipe, Sheets, Roofing, Nails and Staples

100 YEARS *of Fine Tools*

In 1848 in Fitchburg, Mass., a business venture was formed to manufacture knives and other cutting tools. Six years later, Augustus Whitman became a partner in this small company. The enterprise prospered, and when in 1877 it merged with George Barnes and Co. of Syracuse, N. Y., the names of WHITMAN and BARNES first became coupled together.

In the decades which followed, Whitman & Barnes manufactured many diversified products—all in keeping with demands of the times. In 1891 twist drills were added. Now drills, reamers and certain other metal-cutting and piercing tools make up the company's products. From its original inception—one hundred years ago—the company has manufactured only the very best in quality—and in 1948, on its one-hundredth anniversary, Whitman & Barnes dedicates its future to a continuance of this same policy of manufacturing only the finest of tools!



WHITMAN & BARNES

DETROIT

NEW YORK

CHICAGO

LOS ANGELES

How

RELATED SELLING

By **CARBORUNDUM**

TRADE MARK



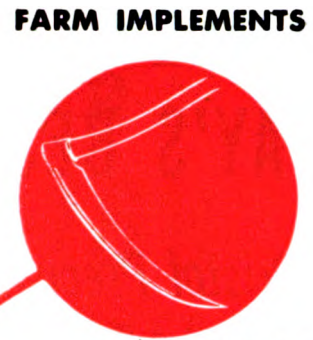
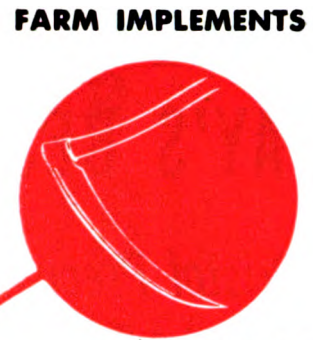
Abrasives by **CAR**

"Carborundum" is a registered trademark which indicates manufacture by The Carborundum Company

HOME WORKSHOP TOOLS



PAINTS



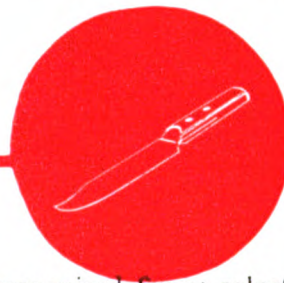
SPORTING GOODS



CUTLERY



KITCHENWARE



more Merchandise

Because abrasives are used with so many items in the hardware line, it is logical to display and sell them with these items. For example, knife sharpeners displayed with cutlery attract the sale of both items. Sharpening stones move with tools, sand paper with paint, hones with hunting knives, and files with farm and garden tools. It is this close relationship that builds up individual sales, moves more merchandise and adds extra profits to income.

Abrasives by CARBORUNDUM have the added sales appeal of the top name in abrasives. Their high quality

is recognized. Smart colorful packaging attracts attention to them. These are more reasons why they bring in extra profits when displayed with related items on your cases, bins, shelves, racks and counters.

Many dealers report substantially increased sales and profits through a program of related selling of abrasives. Cash in on their experience. Place abrasives by CARBORUNDUM next to the articles with which they are commonly used and get the advantages of extra sales and extra profits. The Carborundum Company, Niagara Falls, New York.

CARBORUNDUM

TRADE MARK

GIVE YOUR CUSTOMERS TODAY'S BEST VALUE

Bristol Precision-Made Fishing Tackle

Away out in front when it comes to foremost quality at reasonable prices, BRISTOL's famous Fishing Tackle offers your customers today's best values in a variety of light superstrong, wonderfully-balanced, durable fishing rods, as well as in top grade reels and lines. BRISTOL originated and is today the world's largest producer of fine steel fishing rods. Every item of fishing tackle sold by BRISTOL is made by BRISTOL's able and veteran workmen in BRISTOL's own plants. That's why you offer your customer's BRISTOL tackle with the full confidence that you are supplying them with only the best.

Feature This Sturdy "All-Purpose BRISTOL Hexagonal Telescopic Rod"

Example of the outstanding achievements of BRISTOL precision manufacture is this Hexagonal Telescopic Rod, No. 6. It's a long-lasting rod conveniently adjustable to all types of fishing, including fly casting. Four joints, 7¾ feet in length, it has aluminum, dye-cast handle with reversible feature and cork grip. Ring guides are nickel plated stainless steel. This "big value" rod is finished in beautiful maroon enamel.



Regularly
Advertised In
LIFE MAGAZINE

Also Makers of
BRISTOL
Golf Clubs

FOR
ALL-PURPOSE
SPRAYING



SELL THE PORTABLE CHAMPION ALL-BRASS SPRAYER



SPRAYS ANYTHING

YOU can recommend and sell the portable CHAMPION for a dozen uses. It sprays
**DDT • OILS • WEED KILLER
WATER PAINTS • CHEMICALS**
and all kinds of insecticides . . . easily and efficiently. Such versatility makes the CHAMPION ideal equipment for greenhouses, orchards, truck farms, dairy barns, vineyards, farm yards, large estates, and factories.

BUILT TO LAST

ALL-BRASS TANK and WORKING PARTS give CHAMPION long life; synthetic rubber piston withstands any liquid. No clogging of nozzle because fluid is filtered twice; no trouble because mechanism is simple. Spray instantly shut off without dripping. Guaranteed one year against defective materials.

SAFE TO USE

No dangerous compressed air tank. Uniform pressure pumped as needed only in pressure cylinder. 4¼ gals. of any liquid kept well mixed by agitator. Complete equipment weighs only 12 lbs. empty. Two straps hold form-fitting tank, leaving operator's hands and arms free. Nozzle quickly adjusted to spray mist or 35-ft. stream, up, down, or sidewise.

FOR FAST—EASY DUSTING—THE CHAMPION PORTABLE DUSTING MACHINE

With this CHAMPION you can sell efficient, trouble-free dusting for ground crops, vines, fruit trees, berries, etc. It throws powder where it's wanted without waste, up, down, sideways, and under leaves. Carried like a knapsack; operating lever produces uniform flow, grinds and mixes powder. Weighs 15 lbs. empty. Holds 25 lbs. powder, but any smaller amount may be used. Amount of dust flow or density of cloud easily adjusted.



IMMEDIATE DELIVERY ON THESE TIME-TESTED PRODUCTS

CHAMPION Sprayers and Dusters are used and endorsed by leading colleges and state farm bureaus. Many thousands used satisfactorily in U.S. and foreign countries since 1915. New advertising campaign now arousing amazing interest. Write today for prices, terms, complete details

SEND FOR DEALER CATALOG "B"

CHAMPION SPRAYER CO.

Mfrs. of Portable Sprayers and Dusters
6533 HEINTZ AVENUE • DETROIT 11, MICH.

What in the world is a **FISH DETECTIVE?**

When your fishing tackle customers get the answer to that question this spring, you'll want to be ready to man the cash register.

Thirty million fishing and gift buying readers of Life, Collier's, Holiday, Popular Mechanics, Field and Stream, and Hunting & Fishing will read about our Trenton "Fish Detective."



"FISH DETECTIVE"
The Fisherman's Thermometer

If you're a fisherman who likes to throw in a line and then take a nap—save your buck seventy-five, pal, this deal is not for you.

BUT... IF IT'S ACTION

you want — read on about this Special Trenton Combination Package! Water temperature is the tip-off on the big ones. Our Fish Detective, together with directions, will put you on the right spot. Then your Trenton Whamcaster is ready to go to work. The Whamcaster has a deadly attraction for those big babies — it hooked the largest Great Northern Pike in 1946.

\$1.75

for both the "Fish Detective" Thermometer and the tried and proven Whamcaster packed together. Your money back if you fail to catch fish. If your dealer can't supply you, send cash, check or money-order to

Trenton
Manufacturing Co., Covington, Ky.

HERE'S
WHAT
THEY'LL
READ

HERE'S
WHAT
THEY'LL
WANT



A good novelty item, plus a proven lure, plus a bargain price, plus good promotion, is bound to add up to profits and increased demand for Trenton products.

Wire or write for complete catalog and dealer price lists. Dept. HA.

ORDER NOW!

Trenton MANUFACTURING COMPANY
COVINGTON, KENTUCKY

*"displayed
to sell
on sight"*

GENSCO FINNISH KNIVES

with
LEATHER SHEATHS



Now, Gensco offers this beautiful natural wood rustic display **FREE** with the purchase of Finnish Knives. Hunters, fishermen, farmers and others appreciate the razor sharp, chromium alloy blades, sturdy birch bark handles, brass fittings and rugged construction. Now, for every Finnish Knife there is a beautifully designed, genuine leather sheath saddle stitched and reinforced with rivets. Display free with purchase of twelve knives (3 each of 4 styles). Resale value, \$62.10 Dealer cost, \$41.43

BUSHMAN SAWS...



Here's another popular favorite with farmers, ranchers, campers and home owners. The most popular, fastest cutting all-purpose saw available.

Merchandising Display Stand available with the purchase of three saws. Resale Value, \$11.50 Dealer Cost, \$7.68



GENSCO TOOL DIV., GENERAL STEEL WAREHOUSE CO., INC.
1830 N. Kostner Ave., Chicago 39, Ill.

Gentlemen:

Please send me the following merchandise and displays:

- sets of 12 Finnish Knives (3 each of 4 sizes) at \$41.43 per set with Free display stand.
- sets of 3 Bushman Saws at \$7.68 per set with Free display stand.

NAME _____

COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

☐ We sell, Retail only

☐ Wholesale only

(If Retail) Our Distributor is _____

NATIONAL ADVERTISING Builds Consumer Demand

In the Country Gentleman
Sports Afield
2377 Farm Newspapers



GENSCO TOOL DIVISION

General Steel Warehouse Co., Inc.
1830 N. Kostner Ave., Chicago 39, Illinois

CONVERSE

Sporting Footwear

FOR FISHING AND HUNTING

1948

YOUR GUIDE
TO
SPORTING
FOOTWEAR
SALES!

Mail
Coupon
for
Free Copy!

CONVERSE RUBBER COMPANY

MALDEN 48, MASSACHUSETTS

CHICAGO 6: 564 W. MONROE ST.
(Mail to nearest office)

Please send free copy of 1948 CONVERSE SPORTING FOOTWEAR catalog

Dealer

Address

Signed Title



EAGLE BALLS and BALLOONS

THAT SELL AND REPEAT

**Modern Merchandising Methods
Pay Off in BIG PROFITS For You!**

• EAGLE's attractive displays and packages make balloons and balls easy to sell — remarkably profitable.

One of our new display units is shown at the left — No. 13 Eagle carded assortment. Contains nine each of the sensational new Vari-Crystals, Nobbies, Dragons and Spirals — popular five-cent sellers.

Eagle Display units promote volume business.
Ask your jobber, or write us, for complete details.



**ASK
YOUR
JOBBER
ABOUT THE
PROFITS AFFORDED
BY EAGLE BALLS.**

EAGLE RUBBER COMPANY, Inc.



ASHLAND, OHIO



A BALL PEN FOR LESS

THAN THE COST

OF A REFILL!

The **Everlast**
REG. U.S. PAT. OFF.

#290 Ball Pen

Absolutely the last word in sensational writing pleasure, the amazing EVERLAST BALL PEN does everything the most expensive ball pens do... AND COSTS LESS THAN THE PRICE OF AN ORDINARY REFILL. Looks like a pencil, but is in reality a superb ball pen... Has the EVERLAST patented air lock feature, which prevents STOP and GO flow... Assures instant writing every time you touch it to any writing surface.

Comes in gleaming plastic case, with sturdy stainless steel cap... Will write up to two years. Available in red, black, blue, grey and green.

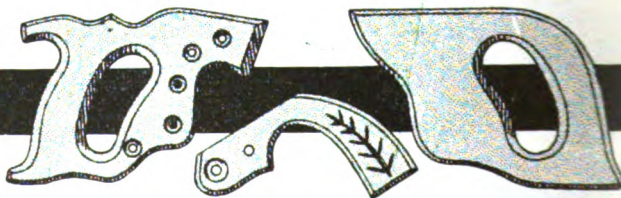
RETAILS AT **25¢**

Another Exclusive ROSS PRODUCT
ROSS PRODUCTS, Inc.
24 WEST 23rd STREET N.Y. 10, N.Y.

Saw Handles...

Again Available!

Prompt delivery effected on any quantity PADCO saw handles in three grades.



Handles for hand saws compass saws and one-man crosscuts. Of choice kiln dried beech these handles are designed to fit practically all standard make saws. Well made handles are finished with clear, semi-gloss lacquer.

PADCO

SPORTING GOODS
WOOD SPECIALTIES

This scarce item is in great demand... write or wire for prices TODAY.

**PASCAGOULA
DECOY COMPANY**

PASCAGOULA, MISSISSIPPI

Makers of PADCO Boat Oars, Canoe Paddles, Mitre Boxes, Small Boats

This year...and every year...it pays to sell "The Equipment Most Sportsmen Like Best"



OVER 30 MILLION individual magazine advertisements on American Gas Machine Outdoor Appliances will appear regularly during 1948 in the Saturday Evening Post, Pic, Sunset, Sports Afield, Outdoorsman, Hunting & Fishing and the Alaska Sportsman.

The people who see these advertisements are the people who come into your store. It's only good business to sell a man what he wants—especially when it's the finest in the field in quality and performance.



... KAMPKOLD

Outdoorsman's perfect portable refrigerator. Ten pounds of ice lasts 20 hours with temperatures of 80 degrees. Preserves food and game. Compact—measures 10 x 10 $\frac{3}{4}$ x 22 inches. Fits easily into car or boat. Easy to carry—has strong bail-type handles.

... and the new KAMPKOLD, JR.

Little brother to the famous Kampkold. Measures only 7 $\frac{1}{2}$ x 10 x 10 $\frac{3}{4}$ inches, yet holds up to 8 beverage bottles. Meets the demand for a small icebox to take lunches or cool drinks for two.



... READY-LITE

Camper's necessity! Barbecue fan's delight! 8 to 10 hours of brilliant light on one filling. Can't blow out. One and two mantle models. The result of over 51 years lantern building experience.

Nationally Known...Used...and Advertised

OUTDOOR APPLIANCES

OF THE

AMERICAN GAS MACHINE COMPANY



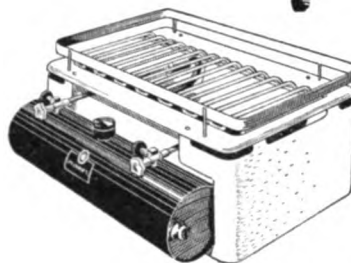
KAMPKOOK...

For 34 years the sportsman's camp stove. Burns filling station gasoline. Two burners. Folds up like a small suitcase—only 11 x 17 x 4 $\frac{3}{4}$ inches. Weighs only 14 pounds. Cooks a complete meal for a group in a short time.



... KABINKOOK

New, streamlined, two burner gasoline stove for trailers, boats and cabins. Lights instantly. Twin generators. Stainless steel top. Galley rail accessory for use on boats. Compact—it measures only 19 $\frac{3}{4}$ x 12 $\frac{1}{2}$ x 7 $\frac{1}{4}$ inches.



READYKOOK...

Answers the demands for a useful L-P Gas Hot Plate. Ideal for use in trailers, boats—or any small kitchen. Brings 3 pints of 50 degree water to a boil in 11 minutes. All steel construction, light gray and black enamel finish.



... SPEEDIKOOK

The practical portable one burner gasoline stove. Only 7 inches high. Weighs only 5 pounds. Speedikook lights instantly. Burns 9 to 10 hours on one filling. Non-rusting finish throughout. Every sportsman needs one.

—ALBERT LEA, MINNESOTA—

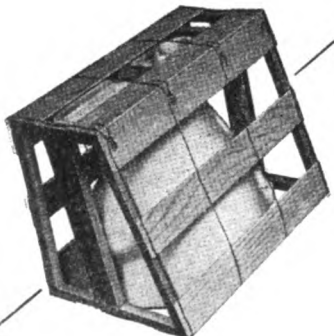
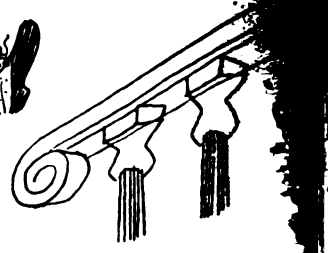
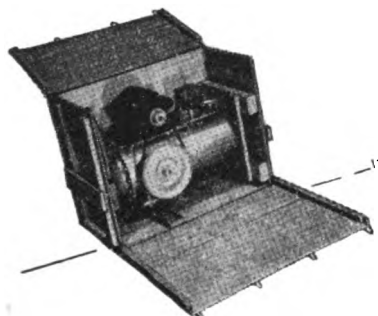
Gentlemen: Please send me full information on the following items, and the name of my nearest jobber.

☐ Kampkold ☐ Kampkold, Jr. ☐ Ready-Lite ☐ Kampkook
☐ Kabinkook ☐ Readykook ☐ Speedikook

Name Street

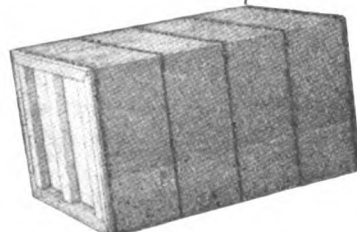
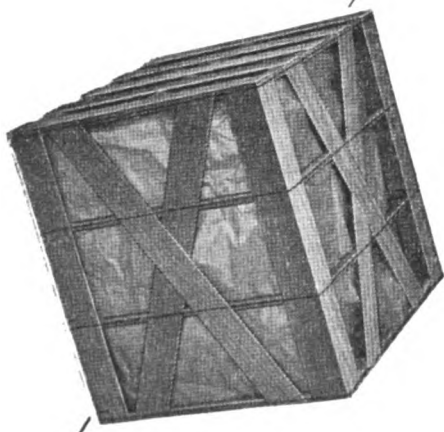
City State

for safe arrivals



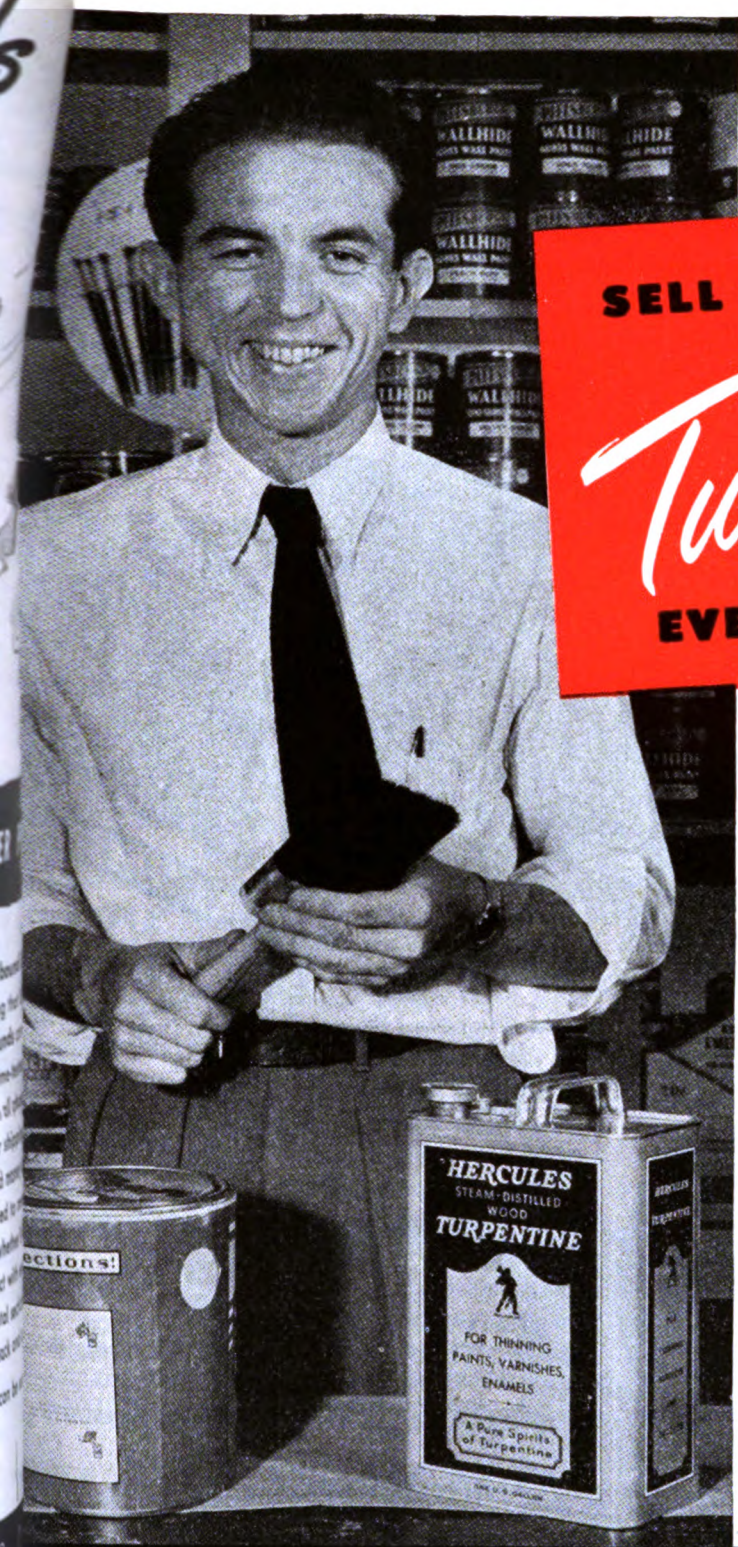
WIREBOUNDS AFFORD GREATER PROTECTION

The light weight, resilient construction of Wirebound Boxes and Crates offers safer, lower cost shipping that benefits the dealer, wholesaler and manufacturer alike. Wirebounds combine the strength of steel with thinner wood . . . a time-tested combination that withstands the shocks of rough handling in all phases of warehousing and shipping. This means lower shipping charges, reduced damage, and fewer losses of time and money on returned goods. Every Wirebound is specifically designed to meet the requirements of each product carried . . . whether it is heavy hardware, component parts, a product with enameled surfaces or constructed of thin sheet metal sections. Wirebounds are easier to handle, easier to unpack and can often be reused. Yes, if it's shipped Wirebound you can be sure it's shipped right!



Wirebound
BOXES & CRATES

WIREBOUND BOX MANUFACTURERS ASSOCIATION
ROOM 1836, BORLAND BUILDING, CHICAGO 3, ILLINOIS



SELL A CAN OF

Turpentine

WITH

EVERY CAN OF PAINT



Hercules' pure steam-distilled wood turpentine is quality-controlled to help you sell and *keep* customers sold.

Packed in attractive, sturdy metal containers, this reliable thinner dresses up your shelves . . . catches the customer's eye . . . gives no packaging headaches through spillage or breakage.

Remember—and tell your customers, too—the turpentine cost is less than 2¢ of their paint job dollar.

Be sure you're stocked with Hercules turpentine! Don't miss your chance to increase profits with turpentine—an essential part of the paint picture.

HERCULES POWDER COMPANY

938 Market Street, Wilmington 99, Delaware

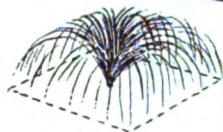
HERCULES STEAM-DISTILLED WOOD
TURPENTINE
PART OF THE PAINT PICTURE



NES-1

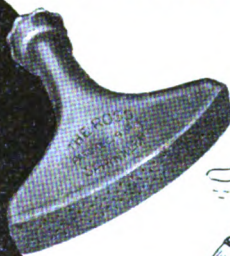
sell
the **ROSS**

AND SELL
QUALITY PRODUCTS
WITH
EXCLUSIVE
FEATURES

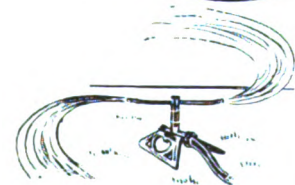


THE ROSS "SQUARE SPRAY" HEAD. Throws SQUARE spray. One piece cast brass body. Interior parts of sheet brass, accessible from top without removing head. An inexpensive, popular, and efficient head. 12' minimum spacing.

THE ROSS NO. 10 SPRAY Body drawn from flat brass sheet—no seams. Perforated face cannot loosen and is soldered from inside. Patent baffle insures even distribution of fan-like spray.



THE ROSS NO. 24 REVOLVING SPRINKLER. Uniform coverage to 40'. Saturates ground without flooding. Stainless steel bearings. Heavy brass tubing for high pressures. Non-breakable base.



We sell exclusively through jobbers. New territories now being opened. Inquiries invited from reliable jobbers.

THE ROSS SPRINKLER CO.
34 ROBERTS ST. PASADENA 3, CALIF.

We are interested in the dependable line of Ross Sprinklers and Spray Equipment. Please send us your latest catalog and descriptive literature.

NAME _____

ADDRESS _____

Here's the NEW

SEYMOUR SMITH

"Snap-Cut"

PRUNER

No. 419

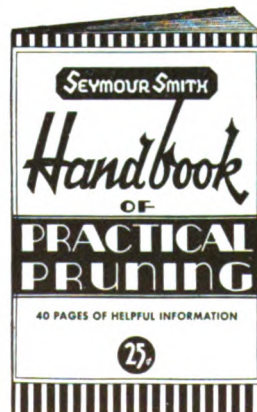
NEW
ONE-FINGER
CATCH

**Easiest
Cutting
Pruner
Made**

**Lightweight
ALUMINUM**
EXTRA
STRONG FOR
HEAVIEST
PRUNING

New streamlined design of rugged airplane aluminum with BRIGHT anodized finish. New tapered, non-pinching comfortable handles. Finest alloy steel, precision-ground blade slices onto a soft-metal anvil, making a clean, quick-healing cut. New "one-finger" catch, operated by the thumb or index finger, leaves the other hand free. Your jobber can supply you.

Only the "Snap-Cut" permits complete replacement of parts.



FREE!

New Pruning Handbook, written by famous horticultural expert, available free to customer purchasing any Seymour Smith pruning tool from dealer. Coupon packed with each item. Increases sales immediately. Dealers will also like individual, colorful, complete-view Pruner containers. Neat, compact, ready for counter and window display. Write now for additional pruner displays available without cost.

SEYMOUR SMITH & SON, INC., 900A MAIN ST., OAKVILLE, CONN.
JOHN H. GRAHAM & CO., INC., 105 Duane St., New York 8, N. Y.

Here's the
SEYMOUR
\$

OWN MORE profit dollars with BARNES DOUBLE-BARRELED

LER FRANCHISE

els loaded and ready to go! Hit the
cket for water systems with one. Hit an
ve market for portable, centrifugal, gasoline-
with the other.

barrels are loaded with a shot-pattern of selling
ings down the target every time. A water system
that has startling points of sales superiority — that
charge of dealer selling helps. A line of portable
elivers amazing economy — 33,000 gallons of water
1 gallon of gas — pumps with automatic prime,
per seal, and direct suction flow.

the Barnes Double-Barreled Sales Franchise that is
own more profit-dollars for "on-their-toes" dealers
A letter or the coupon in the lower corner will bring
tion as to your possibilities.

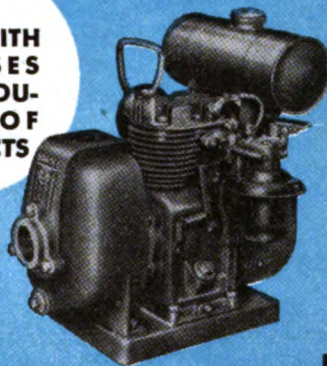


FOR
BOTH
DEEP AND
SHALLOW-WELL
APPLICATION

THE
PUMP WITH
101 USES
AND THOU-
SANDS OF
PROSPECTS

BARNES SELF-PRIMING JET WATER SYSTEMS

A line priced right—
priced competitively
and giving the dealer
opportunity for greater
net profits.



THE FLASH

A light-weight 1½-in. Portable
Automatic Centrifugal Pump. Weighs
only 50 lbs. Delivers 5000 G.P.H. Sells
everywhere — Farms, Utility Com-
panies, Building and Plumbing Con-
tractors, Country Clubs, Estates, Summer
Homes. Companion line of Universal
Drive Pumps for use with existing
power sources.



MAIL THIS COUPON TODAY

BARNES MANUFACTURING CO.
615 NORTH MAIN STREET
MANSFIELD, OHIO

Please mail me full details about my hand-
both the line of Barnes Self-Priming Jet Wa-
Systems and Barnes Portable Centrifugal Pumps

(Company Name)

(Individual)

(Title)

(City)

Digitized by Google

BARNES MANUFACTURING CO.

Mansfield, Ohio

VISION WATER CONTROL PRODUCTS FOR OVER FIFTY YEARS

SMITH & SON, INC., 3000 W.
GRAHAM & CO., INC., 100 W.

Sales and Profits for You ... On Tap!

Every home with plumbing is a prospect for FAUCET-QUEEN... the perfect, practical kitchen-helper! Now nationally advertised.

A Flick of the Finger Gives

Spray or Stream

Snap!

And it's a fine shower spray. Click! And it's a steady stream for regular uses! FAUCET-QUEEN has a rubber casing, built-in strainer. Stays on permanently—ready for instant use! Sells for 39¢.



Flexible!



Dozens of uses!

Reaches every part of the sink! Makes dishwashing simpler, quicker!

Makes vegetables, fruit, come clean! Handy for washing anything!



LET 'EM SEE IT
AND YOU'LL SELL IT!

This compact, exciting display makes sales on sight! Holds 1 dozen. Assorted colors.

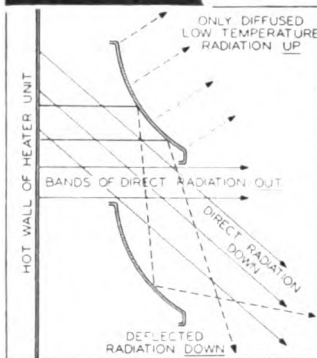
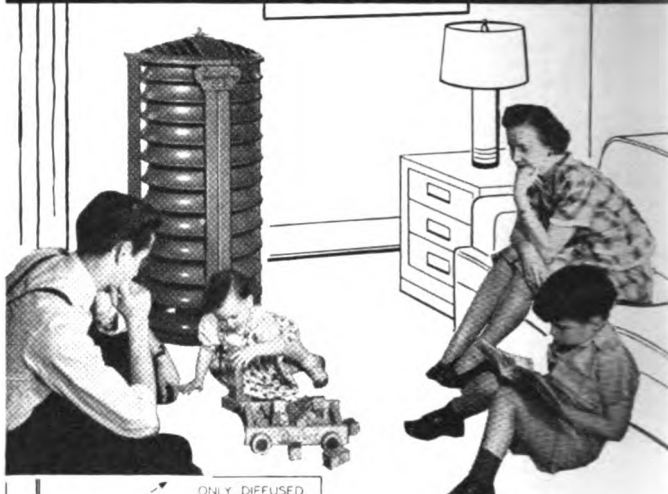
FAUCET-QUEEN also comes in smaller, rigid neck model. Popular for years... more than 15,000,000 used. Retail for 29¢

Order Now From Your Jobber

FAUCET-QUEEN

THE FAUCET-QUEENS, INC.
337 W. Madison St., Chicago 6, Illinois

AMAZING NEW HOME HEATER KEEPS FLOORS WARM



An oil burning space heater with utterly new heat distributing features... furnishes an ideal combination of controlled "Down-Glow" radiation with draftless, circulated warm air.

Miserly with oil because it puts the heat where you can use it!

Here's luxurious new heating comfort for the

home, featuring a new design which overcomes the deficiencies of old-fashioned methods.

The Winkler Radiant-Air Oil Heater, with its "Down-Glow" principle of operation, provides a proper combination of *radiant heat* and circulating warm air which brings supreme winter comfort.

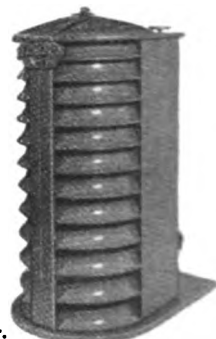
The diagram shows how the Winkler Radiant-Air achieves its marvelous floor warming results. The greater part of radiant heat rays pouring from the front of the heating unit are directed floorward by the scientifically curved surfaces of the Deflectors. At the same time, warmed air rises through the top grille, producing *dual* heating which warms both air and floors.

Nothing like it on the market! Write for full information today.

ALL ★ FEATURES

1. "Down-Glow" Radiant Heat
2. Draftless Air Circulation
3. Fingertip Control
4. Large Galvanized Humidifier
5. Quick Reading Fuel Gauge
6. Econo-mizer Burner
7. Oil Safety Float-Valve
8. Handy Lighting Torch
9. Easy to Clean

Save oil—replace your old, inefficient heater.



WINKLER

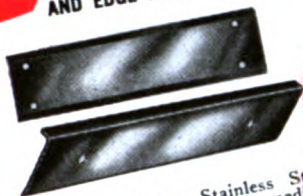
Radiant-Air OIL HEATER

U. S. MACHINE CORP., Dept. AL-38, Lebanon, Ind.

**Everyone
a PROFIT
BUILDER**

and they're all members of
the YOUNGSTOWN MANUFACTURING family—
the Complete line of SUPERIOR products

**1 SEAM BINDINGS
AND EDGE BINDINGS**



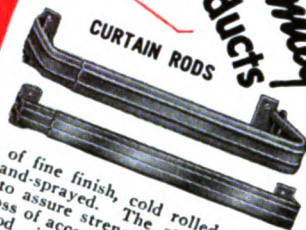
Available in Brass, Stainless Steel, and White Metal. Light, medium, and heavy weights, packed in neat dispenser packages. 25 different widths and gauges, shipped in 25-yard rolls. Necessary nails are furnished.

2 SUPERIOR METAL TRIM



Decorative, eye-appealing, finished by the exclusive Schuler luster process, and True-edged for perfect straightness. There's a wide range of shapes and designs to meet every need.

3 CURTAIN RODS



Made of fine finish, cold rolled strip steel, and hand-sprayed. The steel is of heavy gauge to assure strength and long life. To avoid loss of accessories and facilitate sales, each rod is individually packed with brackets and nails.

**4 SHELL-PLI
SINK COUNTER
COVERING**



The best-looking, easiest-working, most flexible sink top covering you ever saw. Coves, scribes, cuts, forms, and fits beautifully. Durable, long-life linen and monkscloth patterns—in red, blue, or tan.

5 BULLET SCRIBERS



Come complete with 8" bar. Can be used for seam cutting, irregular scribing, scoring circles, inlaying feature strips in a solid field, and for corners on a cove base. Extension bar and extra needle lugs are available.

Youngstown Manufacturing is always on the lookout for new products, to offer you a *complete* line of related items . . . to help build up your sales volume and step up your profits. For instance . . . a few months ago, we introduced Shell-Pli, an attractive new sink counter covering that's flexible, easy to work with, and long-lasting.

If you're not already acquainted with the SUPERIOR line of products, better get to know them *now*, for the Youngstown Manufacturing line is a *complete* line and offers many opportunities to increase your profits and build up your sales volume. Get in the habit of ordering these fast-moving SUPERIOR products—it's the profit-wise thing to do!

OTHER YOUNGSTOWN MANUFACTURING PRODUCTS

Sink Well Frames, Strip Cutters, Metal Shears, Mitre Boxes, Linoleum Rollers, Cove Base Corners and Stops, Linoleum Paste, Insulation Tile Adhesive, Waterproof Linoleum Cement, Nails and Screws. Catalogs and price lists are available at all times.

YOUNGSTOWN MANUFACTURING, INC.
66-76 S. PROSPECT ST. YOUNGSTOWN, OHIO
MAKERS OF SUPERIOR METAL TRIM SINCE 1930

Dept. 4 Please send us literature and prices

(Check) ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Company _____

Your Name _____

Address _____

City _____ State _____



Berkshire

BATHROOM FIXTURES

Styled for Beauty...

Brand new and just out, the new Berkshire line is designed to give you the very finest bathroom fixtures to sell for modernization and replacement. You'll want to sell Berkshire bathroom fixtures... and you'll find them easy to sell... because of their many superior features. Good taste marks their clean, modern styling. Fine construction — made of all brass, with heavy chromium plate — gives them real permanency. For a combination as rugged...as beautiful as the Berkshire hills for which the line was named, feature Berkshire...and *sell* the finest! Write now for the new Berkshire catalog folder, and prices.



EYE-CATCHING BERKSHIRE DISPLAY

This fine, white-tiled, 37" long and 26" high display is available to all dealers. Gives your customers a flattering preview! Helps sell the Berkshire line on sight!



THE TURNER & SEYMOUR MFG. CO.
55 LAWTON ST. • TORRINGTON, CONN.

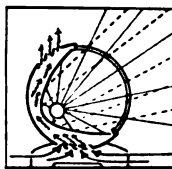
TOP LINE
MODEL 1300
ELECTRIC ROOM
HEATERS
FOR SALE HERE

ELECTRIC
COMPANY

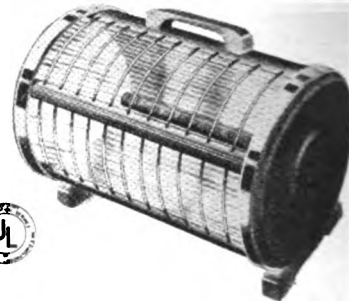
**GOOD
SIGN FOR
SPRING**

... AND GOOD
BUSINESS FOR YOU

For the Top Line Model 1300 Electric Room Heater is a sales builder wherever it is stocked and displayed. Customers like its modern design and beautiful iridescent blue enamel finish. They like its safe, economical operation and its three kinds of heat.



— Radiant Heat
--- Reflected Heat
~ Convection Heat with natural up-draft circulation



They like the way it "fits in" anywhere in the house. So stock up on the "1300". The on-again, off-again Spring weather will be with us soon. Then folks will be looking for electric heaters to take the chill off those cool mornings and nights, to use at camps and Summer cottages and to heat bathrooms in both town and country. They'll be looking for the "1300" to use anywhere that quick, dependable, economical heat is needed. Order yours now. Get them in stock and put out your sign. It will mean more business for you.

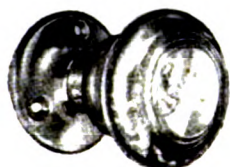
Address: Dept. H.

TOP LINE
TRADE-MARK HOME REG. U.S. PAT. OFF. APPLIANCES

**TENNESSEE VALLEY
MARKETERS, INC.**

117 NINTH AVE., NO., NASHVILLE 3, TENNESSEE

Pioneers in Electrical Appliance Manufacture
in the Tennessee Valley



381



438

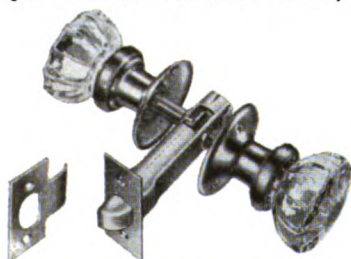
"MORE TEETH ARE PULLED BY TEGCO DOOR KNOBS *than any other brand!*"

WHAT'S THE CONNECTION? Well, just this! Never was there a man that has really lived who hasn't experienced the pulling of at least one tooth by the door knob method! So, since Tegco has been the world's largest producer of door knobs for 28 years (one machine makes 66,400 per day) it can be safely estimated that the greatest number of these grand occasions took place with Tegco hardware.

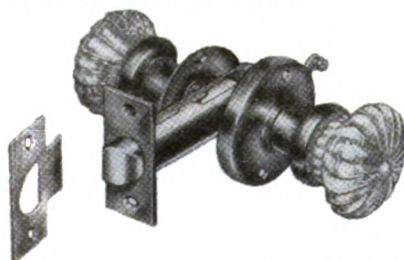
WHAT'S THIS GOT TO DO WITH SELLING BUILDERS HARDWARE? This! While more people have been buying Tegco glass and metal door knobs than any other

brand, the entire line of Tegco builders hardware has been setting a leadership pace as well.

WHAT DOES THIS MEAN TO YOU? It means that because of the huge production volumes maintained at Technical Glass Co. you can buy and sell the finest quality builders hardware at the lowest prices in the industry! You can count on quick sales and more profits. Good will from satisfied customers. Complete factory cooperation! . . . Check into the many advantages of selling Tegco builders hardware right away. It's a real fast-selling, profit-making line!



361 x 55 LATCH SET



391 x 47 LOCKING SET

TECHNICAL GLASS COMPANY INCORPORATED

2050 EAST 48th STREET, LOS ANGELES 11, CALIFORNIA

**TIE UP
with Stewart
for SURE-FIRE
Profits!**

● The Stewart dealer plan offers an opportunity for you to make extra profits without investing your money or carrying any of our merchandise. Here's all you do. Send for Stewart literature and familiarize yourself with our products. Then send us the inquiries. That's all there is to it because we do the selling and pay you the commissions.



Left: Stewart ornamental iron lanterns in bracket and pier types are made in various sizes and in several combinations of metal.



Right: Steep railing design M-281. Stewart railings are made in an unusually wide variety of designs to meet all requirements.

In addition to the items illustrated, Stewart products comprise: Chain Link Wire Fences and Gates for all types of property. Plain and Ornamental Iron Fences and Gates. Folding and Sliding Steel Gates. Balcony, porch and stair Railings in Plain or Ornamental Iron. Steel Benches and Settees. Iron and Wire Window Guards. Wire Mesh Partitions. Flag Poles. Bronze Plaques. Baseball and Tennis Court Backstops. Stadium Seat Brackets, and many other products in iron, wire and bronze. Write for literature today!

Stewart IRON and WIRE FENCES

THE STEWART IRON WORKS CO., INC.
1437 STEWART BLOCK, CINCINNATI 1, OHIO
"Experts in Metal Fabrications Since 1886"

BUILD SAL

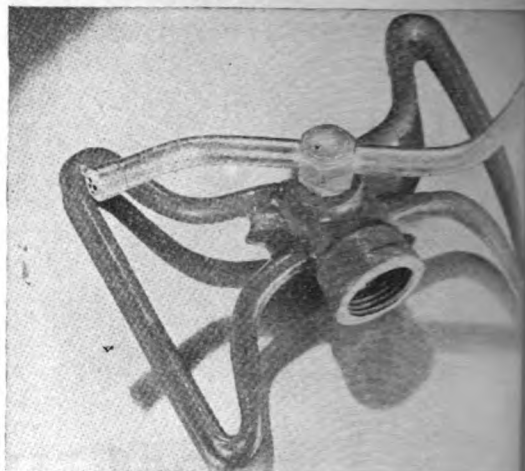
with these greater va

ALLEN

Spring
Nozzle
Garden
Accessories

Allen garden hose accessories are easier to sell and offer more—in advanced design—in finer finishing features . . . in allover sales appeal. Ask your jobber for the sales-proved line — FOR SIXTY-ONE YEARS. You'll get a liberal profit margin and fast turnover.

ALLEN "650" Two-Arm Revolving Sprinkler



Allen's newest and lowest-priced revolving sprinkler compares favorably with many higher-priced numbers. There's nothing like it in the market. Arms are made of heavy-gauge brass tubing with brass bushings and long-life brass bearing. Efficient, dependable, sells on its merits.



Ask your Jobber about Allen Garden Hose Accessories and Lawn Sprinklers.

Nationally - Advertisers
TO HELP YOU SELL

Allen Sprinklers and other garden hose accessories will be featured during 1948 in these popular magazines of nation-wide circulation.

Better Homes & Gardens	3,142,000
American Home	2,457,000
Flower Grower	178,000

Free Newspaper

Dealer mats of Newspaper are available for your use. Write for proofs and order the ones you need.

W. D. ALLEN
MANUFACTURING CO.

Established 1887

566 West Lake Street
Chicago 6, Illinois

66 Reade Street
New York City 7, New York

HARDWARE AD

SWAN



**America's Favorite
Garden Hose . . .
Our Sales Figures**

Prove it!

WE HAD HOPED that the extensive manufacturing facilities we recently added to our factory here in Bucyrus would enable us to supply Hardware Merchants with enough Swan Garden Hose to meet their needs during the 1948 Season.

We've hired more help to man our new equipment, and we're working full blast three shifts around the clock turning out the greatest footage of Swan Garden Hose in our history.

But the demand for Swan Hose is so great, and our sales figures show that this demand is increasing so rapidly,

that your Swan Jobber may still not be able to supply you with all the Swan Garden Hose you would like to have during the coming season.

So, again we plead with you to be patient . . . patient with us and with your Swan Jobber. We are both doing our best to fairly distribute the available supply of Swan Hose so that everyone will get their rightful share.

In the meantime, we here at Swan are exerting every effort to further exceed our present tremendous production record in order to fill your orders for Swan Garden Hose—America's favorite!



SWAN RUBBER COMPANY
BUCYRUS, OHIO

World's Largest Manufacturer of Garden Hose
AT STRICTLY COMPETITIVE PRICES



- SURE SALES—
INCREASED SALES.
- LARGER PROFITS—
LOWER SELLING
COSTS

Niagara

FARM AND GARDEN BRAND

INSECTICIDES and FUNGICIDES

For the Home Gardener • For the



SEE YOUR DISTRIBUTOR, OR



WRITE US FOR FULL PARTICULARS

**A COMPLETE LINE
A MODERN LINE**

of professional chemicals
the amateur grower
the Niagara Farm and
"Brand Wagon" with
ticides, fungicides and
that *your customer wants*

NIAGARA CHEMICAL DIVISION FOOD MACHINERY CORPORATION MIDDLEPORT, NEW YORK

Richmond, Calif. • Jacksonville, Fla. • Pompano, Fla. • New Orleans, La. • Greenville, Miss. • Harlingen
Canadian Associate: NIAGARA BRAND SPRAY CO., LTD., Burlington, Ontario

COMPARE *Mighty Man* FOR PERFORMANCE - DESIGN - CONSTRUCTION

DISTRIBUTORS

New England States —
Mikelk - Nork Equipment
Co., Ware, Mass.
Missouri—South Illinois —
Berry Tractor and Equip-
ment Co., St. Louis, Mo.
Iowa—Berry Bros., Inc.,
Des Moines, Iowa
Wisconsin—Wisconsin Sup-
ply Co., Madison, Wisc.
Kansas—Knoll Lawn Equip-
ment Co., Topeka, Kansas
Oklahoma, Nebraska, Colo-
rado, Texas Panhandle —
Whitworth Supply Co.,
Scott City, Kansas
Michigan — Central Dis-
tributors, Inc., Lansing,
Michigan
Virginia—Big Lick Motor
Co., Roanoke, Va.
Pennsylvania, New Jersey—
C. J. Stern Co., Philadel-
phia, Pa.
Indiana—Tractor Special-
ties Corp., Greencastle, Ind.



Illustrated: 3 H. P. Model

Manufactured and guaranteed by
Farm Equipment Division, Marine Iron Works, Inc.
1120 East "D" St., Tacoma, Wash.

Compare Mighty Man with
light tractor — feature by
— regardless of price —
you'll choose this rugged farm
guaranteed equipment. It sells
sight . . . it out-performs . . .
is "work-proven" in this, and
more than 12 other countries.
The Mighty Man, with its
heavy-duty implements, is a year-
round seller . . . and a year-round
profit-maker. Write or wire for
complete price list, descrip-
tive folder and information in
available sales areas.

Mighty Man

All-Purpose Tractor

3 H. P. and 1 1/2 H. P. models

SIMONDS *Crescent-Ground* CROSSCUT

IS THE EASIEST SAW TO SELL...

***because it's the
easiest saw to use!***



That's right! This is the easiest, smoothest-running crosscut saw there is . . . because the larger gullets don't choke up or bind . . . because the special Simonds saw steel can be tempered to hold a keener point . . . and because the saw is *Crescent-Ground* on both sides at

once, by an exclusive Simonds process, to eliminate all lumps and assure uniform temper the full length of the saw.

What's more, experienced saw-filers know that Simonds Crescent-Ground Crosscut saws stay sharp longer between filings . . . and stand up to more filings per saw. So it all adds up to this: Simonds Crescent-Ground Crosscut Saws (one or two-man styles, Eastern or Pacific Coast patterns) make the No. 1 line for *you* to handle. Get in touch with the nearest Simonds office.

SIMONDS
SAW AND STEEL CO.

FITCHBURG, MASS.

Other Divisions of SIMONDS SAW AND STEEL CO.
making Quality Products for Industry

SIMONDS
STEEL MILLS
SIMONDS SAW AND STEEL CO.
LOCKPORT, N. Y.

Special Electric
Furnace Steels

SIMONDS
ABRASIVE CO.
PHILADELPHIA, PA.

Grinding
Wheels
and Grains

SIMONDS
CANADA SAW CO. LTD.
MONTREAL TORONTO VANCOUVER
SAINT JOHN, N.B.

Simonds Products
for Canada

BRANCH OFFICES: 1350 Columbia Road,
Boston 27, Mass.; 127 S. Green St., Chicago 7, Ill.;
416 W. Eighth St., Los Angeles 14, Calif.; 228 First
St., San Francisco 5, Calif.; 311 S. W. First Avenue,
Portland 4, Ore.; 31 W. Trent Ave., Spokane 8,
Washington. Canadian Factory: 595 St. Remi St.,
Montreal 30, Que.

3 Great Names in Lawn Mowers

**PENNSYLVANIA, JR.
GREAT AMERICAN
METEOR...**

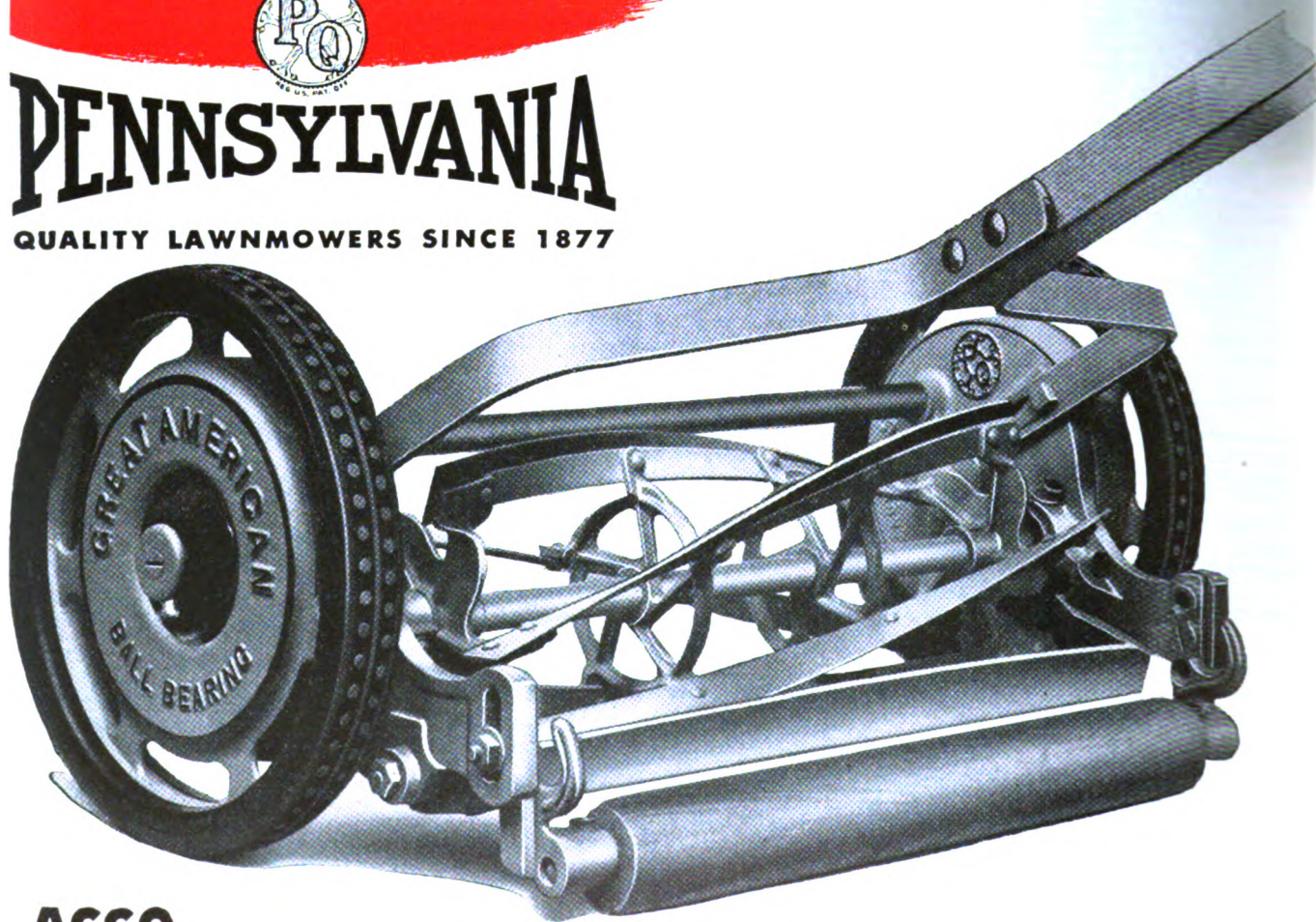


PENNSYLVANIA

QUALITY LAWNMOWERS SINCE 1877

● This Spring you should be able to get a good supply of **PENNSYLVANIA JUNIOR**, **GREAT AMERICAN** and **METEOR** lawn mowers. Our factory has been working at full capacity for months and shipments have been going out to jobbers all over the country. They will supply you with as many as you need.

Be prepared to push **PENNSYLVANIA** mowers in your store this Spring. You'll cash in with real customer satisfaction when they push them on their lawns.



ACCO

Camden, N. J. • Bridgeport, Connecticut

**PENNSYLVANIA LAWN MOWER DIVISION
AMERICAN CHAIN & CABLE**





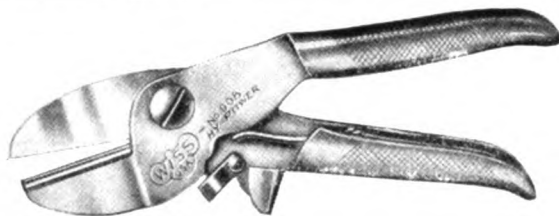
12,957,296 SELLING MESSAGES

that will bring customers
into your store for



GARDEN TOOLS

This Spring, 12,957,296 hard-hitting, printed messages will appear in the magazines shown here . . . magazines read by millions of people who are excellent prospects for WISS garden tools. Tie in with this advertising . . . display and recommend WISS tools. A WISS sale means a *satisfied* customer . . . one who will come back!



PRUNING SHEARS

No. 908

No. 906-B



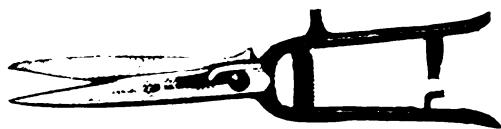
HEDGE SHEARS

No. 8½-E-8½" blade

No. 8½-B-8½" blade

(Both in 9½" size also)

GRASS SHEARS



No. 5600



No. 700



No. 801

1848-1948

100th Anniversary Year - A Century
of Acknowledged Leadership in Fine
Shears and Scissors.

J. WISS & SONS CO.
Newark 7, N. J.



DIAMALLOY CUTTING TOOLS

with
**Electronically Hardened
Cutting Edges**



**Diamalloy Linemen's
Side Cutting Pliers**



**Diamalloy Long Nose
Side Cutting Pliers**



**Diamalloy
End Cutting Nippers**

Tools tempered to greatest toughness, with cutting edges hardened by electronic induction which affects an area a fraction of an inch around edges only. Will cut piano wire or nails indefinitely without appreciable wear.

WRITE FOR CATALOG

DIAMOND CALK HORSESHOE CO.

4610 Grand Ave. Duluth, Minn.

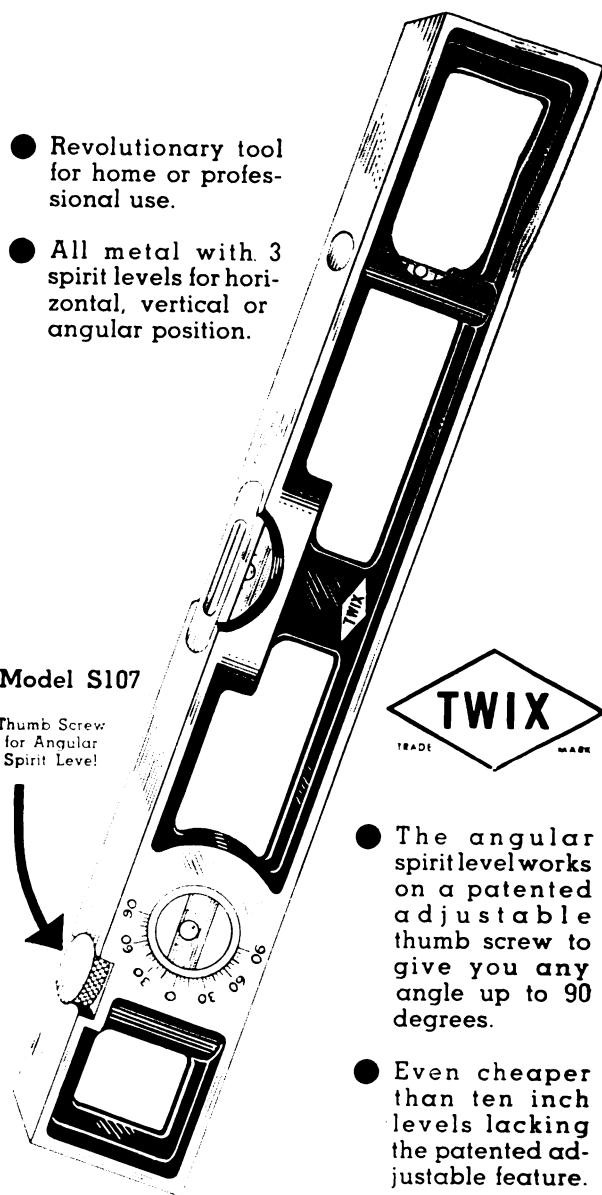
Ask Your Jobber For This Quick-Selling

TWIX 10 INCH ADJUSTABLE BENCH LEVEL

- Revolutionary tool for home or professional use.
- All metal with 3 spirit levels for horizontal, vertical or angular position.

Model S107

Thumb Screw
for Angular
Spirit Level



- The angular spirit level works on a patented adjustable thumb screw to give you any angle up to 90 degrees.
- Even cheaper than ten inch levels lacking the patented adjustable feature.

**WATCH FOR ADDITIONAL TOOLS
NEW NUMBERS APPEARING REGULARLY**
If your jobber can't supply you, write
TWIX MANUFACTURING CO., Inc.
40-09 21st STREET, LONG ISLAND CITY 1, N. Y.

ask Your Job
TWIN
STABLE

tionary
e or qu
use.
etal with
vels for
vertical
r position.

ATCH FOR ADDITIONAL
MEMBERS APPENDIXES
number 121
MANUFACTURING
FEET LINDEN

THIS *Free* FOLDER WILL BOOST YOUR PROFIT!

Send for
Today!



What can it do for your store?



COUPON BRINGS YOU full details of Plymouth's **TESTED** way to **sell more rope, make more money** on every pound. Send today for folder—tells you how other stores have lifted their rope sales with Plymouth's SalesMaker. How it saves *your* time by measuring rope *accurately—instantly!* Displays your rope—brings you more customers! How you can get this magic business-booster for your own store! Complete descriptions of Sales Maker Models fitted to your needs! **Send coupon NOW!**

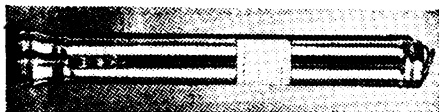
PLYMOUTH CORDAGE COMPANY
Plymouth, Massachusetts

Send me your free folder telling how I can increase my rope sales 25% or more.

YOUR NAME
STORE NAME
STREET ADDRESS
CITY ZONE STATE

Most Powerful Flashlight Ever Made!

PRE-FOCUSED 5 Cell Flashlight



This new light makes all other 5 cell lights as out of date as a "Model T."

To retail
2.95

Dealers Cost
1.75

In 3 doz. lots

TWICE AS MUCH LIGHT AS ANY OTHER 5 CELL FLASHLIGHT MADE!

Now for the first time you can hand your customers a bomb-shell of a flashlight so powerful, so strong that the actual candlepower is TWICE that of ordinary 5 cell lights. And never before has there been a PRE-FOCUSED five cell light ever put on the market! Be the first to offer it in your community! This light is made of solid brass tubing, has switch, navy tested for 2500 "on and off." Has new sensational small head that concentrates all the light on one powerful blinding white spot and throws it an unbelievable distance! Beautifully chrome plated. Production will be limited so we suggest ordering right from this ad. Delivery around March 10th. Price: Sample order of one Dozen \$22.95 prepaid. 3 Doz. lots \$21 Doz. Prepaid. Cash with order unless credit established with us.

Extra Bulbs List 17¢ each. Your cost 9¢ in 3 Doz. Lots.

All orders subject to production limitations.

SUPPLY HOUSE

P. O. BOX 141
(Dept. HA)

West Toledo
OHIO



"CHICAGO"

ROLLER SKATES

More than 40 years of experience and skillful engineering stand back of every pair of "CHICAGO" SHOE SKATES.

Dealers are now offered a wide selection of "CHICAGO" Shoe Skates for beginner or professional, in Regular—Dance—Racing—Hockey or Figure Models.

NATIONALLY ADVERTISED

Complete Catalog with helpful RINK SKATE POINTERS will be sent Dealers upon request.

CHICAGO ROLLER SKATE CO.

1531 WEST LAKE STREET CHICAGO 24, ILLINOIS

time for fun

With the outdoor sports season on its way, it's not too soon to order your stock of Drop Forged Pitching Shoes. They're available for immediate delivery in both official and junior weights packed in pairs or sets of four. Pairs are marked 1 or 2 and painted red or green. Forged steel stakes are painted yellow from ground line to top. Be ready! When it's time for fun... it's time for Phoenix Pitching Shoes.



Right: Matched pair in attractive display box. De Luxe set is packed in sturdy wood carrying case. Through your regular supplier or direct.

PHOENIX MANUFACTURING COMPANY

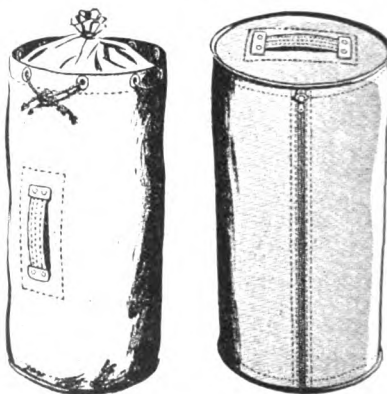
Joliet, Illinois



Catsaueque, Pa.

THE Grimes LINE

DUFFLE BAGS AND CAMPING ACCESSORIES



A complete line of duffle bags including fasteners, and throat types, so wall pockets, scout packs, camp gear, sportsman bags, canvas wall buckets, basins, etc.

The Grimes line—made for nearly a half-century—will in 1948 be nationally advertised in leading magazines such as OUTDOOR LIFE, FIELD & STREAM, NATIONAL RIFLEMAN, etc. Carry the profit line for '48

Send for complete catalog

BRADLEY E. GRIMES CO.
Mfrs. of Hunting, Camping, Fishing & Sports Accessories
W. COLLINGSWOOD HEIGHTS, N. J.

announcing



THE GREAT NEW POWERFUL
APACHE
.250 Caliber Air Pistol

FOR ACCURATE, TARGET AND SMALL GAME SHOOTING—AND HOME PROTECTION

THE NEW IMPROVED
DUAL-CALIBER
APACHE AIR RIFLE

Here's America's largest selling, precision-made, DUAL-CALIBER AIR RIFLE, which features: The tremendous power and accuracy of the BIG .250 Cal. plus the economy of the .175 Cal. barrel for all small game and target shooting. Big gun appearance and big gun performance. Precision-Rifled Steel Barrel, Automatic Safety, Adjustable Sights, Hardwood Stock, Bolt Action, Breech Loading, All-Brass Valve Parts, Test-Fired for Accuracy and FACTORY GUARANTEED ON A LIFETIME SERVICE BASIS. INDIVIDUALLY PACKED, SIX TO A CARTON.

... AND THE GREAT, NEW
BIG .250 CALIBER

APACHE AIR PISTOL

Major features include: Big .250 Cal. Precision Rifled Barrel, Automatic 6-Shot Magazine, Automatic Safety, Rust-Proof, Duo-Tone Finish; Adjustable Sights, Inlaid Grip, Smashing Big Caliber Impact and Accuracy for Target and Small Game Shooting and Home Protection. 20 ounces of precision, perfection and performance.

FACTORY GUARANTEED ON A LIFETIME SERVICE BASIS.
INDIVIDUALLY PACKED, SIX TO A CARTON.

Here's the sensational "partner" of the world-famous, dual-caliber Apache Air Rifle—the sleek, new, Big .250 Cal. APACHE AIR PISTOL, America's finest quality pneumatic hand gun. Accurate, hard-hitting and powerful, it shoots the same Apache Special .250 Cal. Ammunition—and offers sportsmen, sports-women, home-owners and travelers real, big-time shooting, whether used for small game, target practice or protection. Precision-made, finely balanced, beautiful in appearance and workmanship, rugged in action, the new APACHE AIR PISTOL is rust-proof; and factory guaranteed on a lifetime service basis! Other features include: Rifled Barrel, Automatic 6-Shot Magazine, Adjustable Sights, Inlaid Grip, Automatic Safety, Duo-Tone Finish.

ACTUAL SIZE  .250 CALIBER

DEALERS & JOBBERS. Wire or write today for free catalog page, big discounts, name of nearest of our 400 jobbers. Don't wait. Order today. Immediate deliveries.



NATIONAL CART CORPORATION

330 SOUTH FAIR OAKS AVENUE
PASADENA 2, CALIFORNIA

RYan 1-7045



SPINNING REEL

"Spincaster," lowest priced quality spinning reel winds right or left-handed.



AIR RIFLE AMMUNITION

Apache Special .250 Cal. Ammunition for Apache Air Rifle and Air Pistol.



FOLDING GOLF CART

Mi-Cart Deluxe, America's largest selling, lowest priced folding golf cart.



APACHE POWERSCOPE

For use with famous Apache Air Rifle; also precision big gun scopes.



FLY WHEEL GOLF BALL

—with Flywheel Action, 95c retail, in air-light tube. Big trade discounts.



MI-CYCLE BIKES

Mi-Cycle, ages 2-6; "Big Boy" and "Big Girl" for ages 6-11.



SPECTATOR SEAT

For parades, sports, camping; metal legs; folds up, weighs under 2 pounds.

3415—NOMA 15
light multiple
indoor set.

NOMA

EACH LAMP
BURNS INDEPENDENTLY

Whee! Sell 'em fast!
For NOMA's the best
known name in
Christmas lighting!

It's the best-known

N

You bet! NOMA's
tops in style . . . quality
. . . selling features!

3215 — NOMA
15-light outdoor
set. Add-on plug.

Always in the lead
on new ideas!

NOMA
BUBBLE-LITES

WATCH THEM BUBBLE

509—BUBBLE-LITE series
string . . . selling sensa-
tion of last Christmas

NOMA BUBBLE-LITE

And does the NOMA
name help you make
more money!

503G—BUBBLE-LITE
tree. In green or white.

brand...with the greatest demand!

NOMA*



420—BUBBLE-LITE† lamp (series type)
Includes special metal clip to hold lamp upright.

PACEMAKER . . . profit maker . . . that's the Noma line again this year! And there's something "super" in store for you . . . be sure to see the Noma Exhibit at the Toy Fair.

Take advantage of the extra sales power that's in the NOMA name . . . the name *more folks know best* in Christmas lighting! Cash in on the heavier Noma advertising planned for '48! Join the NOMA profit parade!

†Trade Mark

*Reg. U. S. Pat. Office

NOMA ELECTRIC CORPORATION • 55 West 13th Street, New York 11, N. Y.

BASEBALL'S

BEST

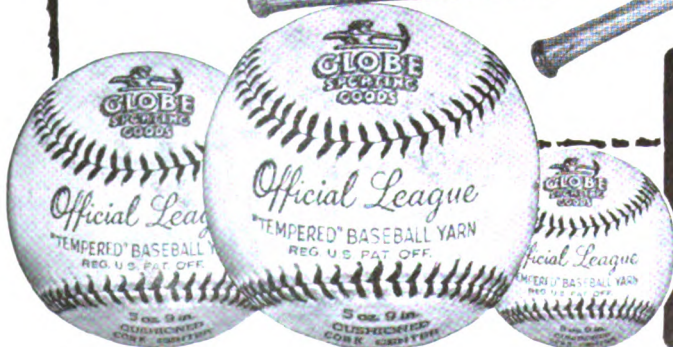
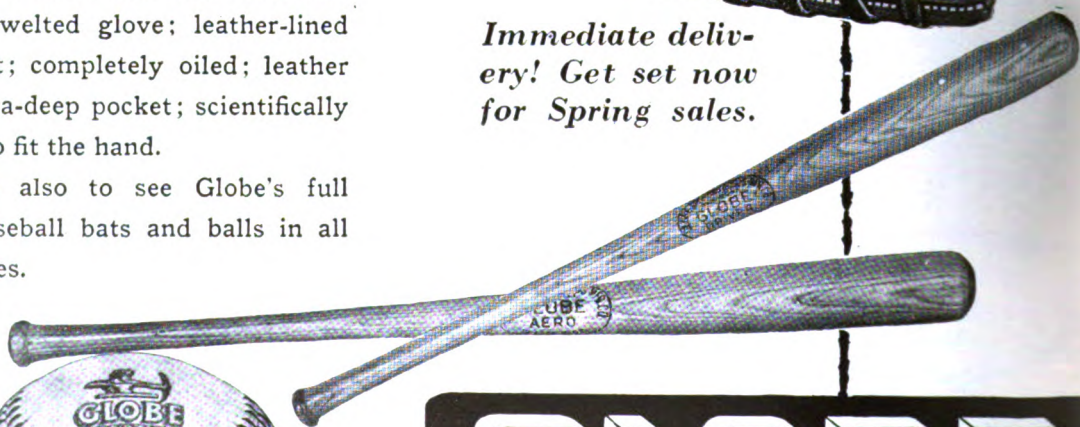
EQUIPMENT

Preferred by Players

Globe's famous 2x2 professional fielder's glove, with these special features, means more sales and fast turnover: Full size welted glove; leather-lined throughout; completely oiled; leather laced; extra-deep pocket; scientifically designed to fit the hand.

Be sure also to see Globe's full line of baseball bats and balls in all price ranges.

Immediate delivery! Get set now for Spring sales.



GLOBE

GLOBE SPORTING GOODS MFG. CO., 251 CAUSEWAY ST., BOSTON 14, MASS.
N. Y. OFFICE - EMPIRE STATE BLDG., NEW YORK CITY
OTHER OFFICES IN PHILADELPHIA, CHICAGO, LOS ANGELES

CATCH 'EM YOUNG!



PLENTY of sales and extra profits for you in these Ocean City Complete Fishing Kits for youngsters.

Four different Kits with an ideal price range . . . and each Kit's complete, contains *everything* they need to catch fish!

30,000,000 Will Read Fishing Kit Ads in the Sunday Comic Sections!

These ads will reach nearly every American youngster . . . and dads, uncles, aunts and sisters, too! Big and colorful, they pack a profit punch for you . . .

First ad breaks May 16. Get ready *now*. Order the whole line from your jobber and you're set with a profit line!



The RANGER contains: Level-wind reel—2 pc. tapered spring steel rod with off-set handle—50 yds. Reytext line—enamelled casting plug—flashy metal spoon—3 snelled hooks—4 pinch-on sinkers—1 enamel float. . . . **\$6.75**



The SPORTSMAN contains: Streamlined Ocean City level-wind reel with famous Smoothkaster control—2 pc. spring steel casting rod with popular off-set handle—50 yds. genuine Ocean City nylon line—enamelled casting plug—chrome flashy spoon—3 snelled hooks—2 seven-strand wire leaders—4 pinch-on sinkers—cloth carrying case for rod **\$12**

The CAMPER KIT **\$4.50**
The CUB KIT **\$2.50**

COMPLETE FISHING KITS

For the Younger Generation

OCEAN CITY MFG. CO.

A & Somerset Sts. • Phila. 34, Pa.

SAFEST Ladder-Jack!

CASTER "HI-JAK"

Stops Broken-Rung Accidents

Painters, Repairmen, Electrical Workers — ALL ladder-scaffold workers are interested in the greater SAFETY of the Caster HI-JAK.

Caster HI-JAK attaches to ladder RAILS—rather than on weak rungs, as most other jacks are attached. At NO POINT does the HI-JAK contact rungs. The Bracer Bar provides solid rest, absorbs all strain. Assembled by 4 machine bolts, easily replaced. 12 notch Adjustment Bar permits the Caster HI-JAK to be used over or under ladder. Constructed with heavy gauge steel, yet weighs only 12 lbs. HI-JAK folds for easy carrying, storage. Red lacquer finish. Packed 3 prs. to carton.



Jobbers, Dealers write Today for complete information.

CASTER MOLD AND MACHINE CO.
1171 WOOSTER ROAD
BARBERTON, OHIO

PRICED TO SELL
ENGINEERED FOR ACCURACY

Brass Plated, Flat Face
UTILITY HAND SCALE

To retail at **50¢**

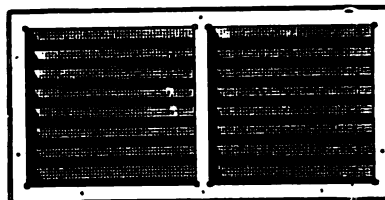
Hundreds of uses around the home, office, laundry, etc.

Accurate, all metal spring balance • 50 lb. capacity • Sturdy construction • Polished brass plated face with pound indicator numbers clearly shown • Nickel ring and hook.

Literature on this and other OXWALL products on request. Write today!

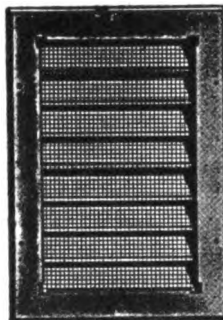
OXWALL TOOL CO. Ltd.
928 BROADWAY • NEW YORK 10, N. Y.

OVER 30
TYPES
AND
SIZES



WRITE
FOR
FULL
DETAILS

Arrow-Line LOUVERS



Ample ventilation for insulated attics. Lumite Plastic Screens. No exposed metal. No streaks and stains on walls. Quickly installed. Arrow-Line Louvers save labor and material costs. They last the life of the average building. There's a type and size for every installation. Sell at least two on every job. Fine profit margin.

also

Garage Doors and Screens

You'll want to know all about these values. Big sellers wherever displayed. Very good profit margin. Write for illustrated circular with prices.

FOR OLD AND NEW
CONSTRUCTION

A. D. HEMPHILL CO.
118 FRANKLIN ST., LAKE CITY, MINN.

Another DENNIS MITCHELL SCOOP! SHOPPING CART

**LOWEST IN PRICE
FINEST QUALITY**

Here's a "Must" for every Shopper—an ideal promotional piece that every woman will want. Send for our latest illustrated catalogue with prices.

Baby Carriage Basket



Your carriage pushing customers will welcome this Dennis Mitchell Specialty—the Baby Carriage basket. Display it and you'll sell it. Features are . . . carrying handle, bright plated finish, adjustable, heavy duty construction comes in 3 sizes. Send for our latest illustrated Catalogue with prices.

Manufactured... from raw materials to finished product

Dennis Mitchell Industries

MANUFACTURERS OF DOLL CARRIAGES — BABY AUTO SEATS & HAMMOCKS — BIKE, TRIKE & MARKET BASKETS — SHOPPING CARTS — THE "TOT-TRAVELER"

4424 PAUL STREET, PHILADELPHIA 24, PENNA.



© The New Yorker Magazine, Inc.

**"...but you ought to see the Rheem
'Design For Better Business'"**

Do profit figures attract you?

Then let us introduce you to some tested merchandising ideas. We know a couple of humdingers.

We've a complete plan. Sales aids free or

Rheem **R**

HOME COMFORT APPLIANCES

11 plants in U. S. A.—Also Brisbane, Melbourne, Sydney, Rio de Janeiro and Singapore.

Water Heaters
Soft Water Appliances
Heating Appliances
Cooling Appliances

at cost. Better not let this opportunity pass you by. Sign the coupon now.

RHEEM MANUFACTURING COMPANY

Dept. HA-2

570 LEXINGTON AVE., NEW YORK 22, N. Y.

What do you mean, profit figures? Let me in on the Rheem "Design For Better Business."

Name _____ (Please Print)

Address _____

City _____ State _____

FEBRUARY 26, 1948

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77

KITCHEN CHARMER

*The Ideal Gift
For
Every Occasion*



A new idea in plastic ware merchandising. Seventeen pieces . . . 8 complete items. Beautiful Shel-Glo kitchen colors. Ideal for bridal showers, Mother's Day, birthdays, weddings — and all other gift occasions. Attractive 3-color box.

Retails about \$2.39.

Write for catalog sheets and prices on the complete line of Shel-Glo Plastic Housewares.

THE Kilgore
MANUFACTURING CO.
WESTERVILLE, OHIO, U.S.A.

Fast Moving Favorites for Winter Decorating



TIGER GRIP Linoleum Cement

For floors or walls, all thicknesses of linoleum. Easy to spread quickly and uniformly because it's tacky but not gummy or lumpy. No presetting — no offensive odor. Can be applied fast — it's easy to clean up when the job is done.



Consumers Waterproof Cement

The perfect companion to Tiger Grip Paste — for closing seams, sink tops. Ideal for bath, lavatories, rathskellers, etc.

SCENT Paint Deodorant

Makes painting more pleasant — useful anytime but indispensable for interior decorating during winter months when doors and windows cannot be opened. One bottle deodorizes a gallon of paint.



Order From Your Wholesaler.

CONSUMERS GLUE CO.

1515 N. HADLEY ST.

ST. LOUIS 8, MO.

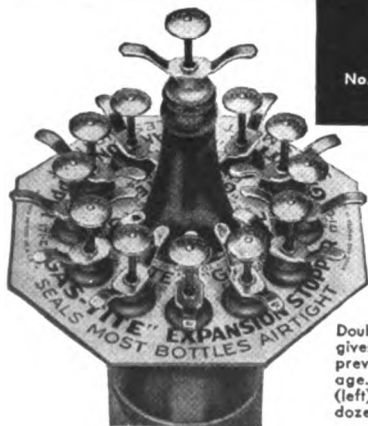
Vaughan

SAFETY ROLL, JR.

The famous Vaughan Can Opener that opens square or round cans with a twist of the wrist. All steel construction.



No. 170-W



No. 171-C

Double shoulder gives positive seal, prevents gas leakage. Display card (left) free with 2 dozen stoppers.

"GAS-TITE" EXPANSION STOPPER

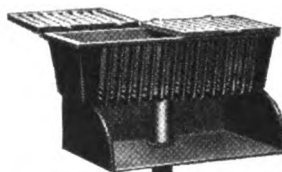
Vaughan

WORLD'S LARGEST MANUFACTURERS OF
BOTTLE OPENERS AND CAN OPENERS

NOVELTY MFG. CO.

3211 CARROLL AVE., CHICAGO 24, ILLINOIS

ANNOUNCING THE



Grilladier
GARDEN GRATE

NEW . . . BETTER . . . PRICED RIGHT

DISPLAY IT . .

It sells on sight. Plan now to get your full share of Grilladier profits.

Write us at
228 North Street
for details.

At last! The Garden Grate that takes the annoyance out and puts more fun in outdoor cooking. Priced to sell — only \$37.50. And first cost is last cost — there's no masonry, no building. Made of durable cast iron, can't rust out. Weighs 125 lbs.

The Grilladier cooking unit rotates easily on the stand for draft control — smoke can't blow in your eyes! It's a comfortable height for cooking . . . there's an ash shelf, for neatness . . . warming area and utensil rest for convenience. The base is heavy — it can't tip over.

The Grilladier is rugged, built for lifetime enjoyment, and offers all the advantages of permanence — yet it slips apart and is easily moved to new locations.

BENNETT-IRELAND INC.

Chartered in 1906
NORWICH, NEW YORK

Fast Ma
for Win



umers Water
their comparison to
seams, sink tops, bathtubs,
etc.

From Your Win
CONSUMER
N. HADLEY ST.



BETTER

At last, a
takes the
pays more
ing. First
And but
there's no
ing. Now
can't find
The Gold
ready to
made up
a comfort
there's no
warning an
concerns
can't go
The Gold
latter ap
the advan
it also ap
new look

AY IT..
on sight. Plan
get your full
of Grillador
ite us at
North Street
details.

BENNETT-IRELLI
Chartered
NORWICH, NEW



are you overlooking
diamonds
in coal?

THE BEST IN COAL APPLIANCES
WASHINGTON
"WORTHY OF THE NAME"

coal-burning appliance field a
serted marketplace"? DON'T
U BELIEVE IT! Many dealers are
lly cashing in on the substantial
mand for modern, efficient coal
iges and heaters. Capitalize on
ashington quality products and
stomer demand backed by 85 years
experience. The efficiency and
modern design that make Washington
appliances truly "Worthy of the
Name" can mean real profits for you.

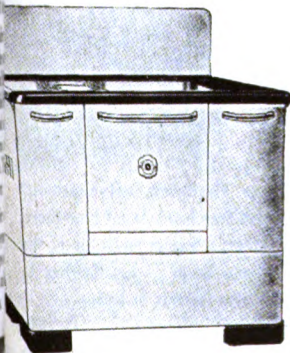


MARTHA WASHINGTON HOME FURNACE (Coal)

(Above) Down-Draft Hot Blast Combustion insures maximum efficiency. Heavy-duty special alloy slotted fire pot and large heavy ribbed combustion chamber, adding extra heating surface, insure long life, and added years of satisfactory service.

GEORGE WASHINGTON COAL RANGE

(Left) The modern styling, rounded corners for easy cleaning, the striking lines, the gleaming porcelain enamel finish—all contribute to the smart appearance of the George Washington Cast Balanced Range.



Established 1862

NASHVILLE, TENNESSEE

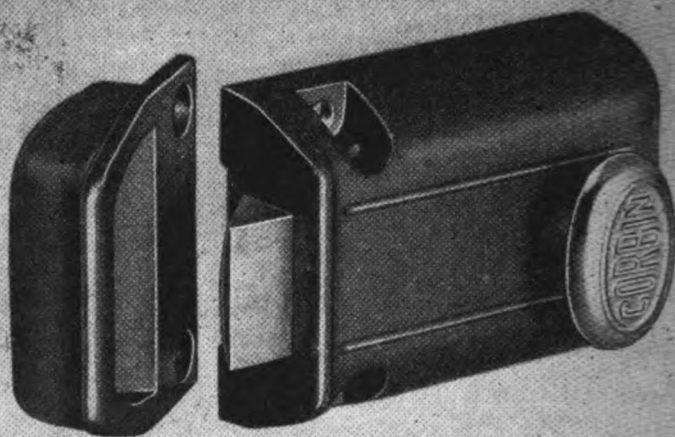
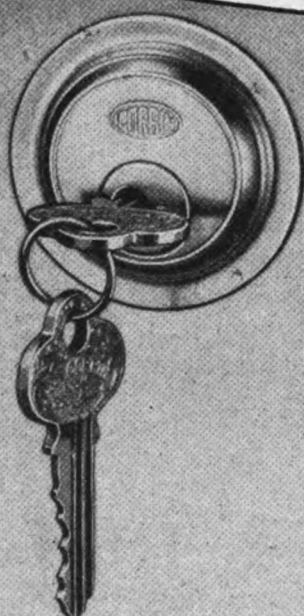
GRAY AND DUDLEY
COMPANY

FEBRUARY 26, 1948

Banner Headline in Value!

CORBIN

THE 3A6 FREE HAND NIGHT LATCH



*Just
as
Simple
as...*

A
B
C



A A quarter turn of the key with the Free Hand! The latch bolt stays back. No tedious fumbling, no dropping of packages!



B So easily, safely too, entry is achieved without accident or incident. Save time, save effort . . . save bundles!



C The door is easily closed with the free hand. At any time thereafter, a feather touch flip of the Turn Knob . . . and the door is again securely locked.

Just another reason why...

**GOOD BUILDINGS
DESERVE GOOD HARDWARE by**



**P & F CORBIN DIVISION
The American Hardware Corporation
NEW BRITAIN, CONNECTICUT**

CASH IN ON THE LEADING NAME IN WIRE...

ROEBLING



YOU'LL FIND READY ACCEPTANCE for Roebling Bronze Insect Screen Cloth . . . Roebling is the oldest, best known name in wire and wire products. What's more, Roebling Bronze Screen is a business getter and wins additional sales for it's a real investment in *lasting* service.

Your hardware jobber, close at hand and ready to make prompt deliveries, will fill your orders for Roebling Bronze Insect Screen Cloth. It is available in both Bright and in Antique finish . . . its hard drawn bronze wire exceptionally strong; stiff without brittleness; and providing maximum resistance to corrosion.

Sell Roebling Bronze Insect Screen as the finest screen on the market today. And ask your jobber for information about other popular, profitable types of Roebling Insect Screen, Wire Lath, Panel Cloth, Standard Hardware Cloth and Heavy Commercialized Galvanized Steel Cloth. John A. Roebling's Sons Company, Trenton 2, N. J.

★ WIRE ROPE AND STRAND ★ FITTINGS ★ SLINGS
★ SUSPENSION BRIDGES AND CABLES ★ AIRCORD,
AIRCORD TERMINALS AND AIR CONTROLS ★ AERIAL WIRE
ROPE SYSTEMS ★ ELECTRICAL WIRE AND CABLE
★ SKI LIFTS ★ HARD, ANNEALED OR TEMPERED
HIGH AND LOW CARBON FINE AND SPECIALTY WIRE,
FLAT WIRE, COLD ROLLED STRIP AND
COLD ROLLED SPRING STEEL ★ SCREEN, HARDWARE
AND INDUSTRIAL WIRE CLOTH ★ LAWN MOWERS

ROEBLING

A CENTURY OF CONFIDENCE



Buy FLINT KNIVES

BECAUSE
made from

Certified SURGICAL Quality STEEL

- 1 LIFE GOOD
- 2 HI-ARC HOLLOW GROUND
- 3 ELECTRIC FORGED-TREATED
- 4 CORRECT BALANCE
- 5 ANCHOR-FAST RIVETS
- 6 ROSEWOOD HANDLES
- 7 POLISHED CHROME FINISH

**FOR SHARPNESS AND TOUGHNESS
GET FLINT KNIVES**
(See Special Introductory Offer Below)

Dull knives make kitchen tasks hard, make men mad, spoil looks of food. Get steel that is sharp. Get steel that stays sharp. That's what you get in Flint Knives. Because this steel is certified surgical quality steel.

The steel is a genuine chrome-carbon-vanadium alloy so hard and tough it is used to cut steel.

Then hollow-ground like a barber's razor to cut better and sharpen easier. And polished bright as a mirror, to keep looking new. For sharpness and toughness—be sure to buy a Flint Knife.

Thanks to mass production, Flint Knives are priced right.

Get Flint Knives at any hardware or department store. You'll really be glad you did!

7 Styles

SPECIAL PRICE
MAY 16-22
59¢

FLINT KNIVES
PRECISION MADE BY EKCO



**Advertising Like This
Brings People in
Asking for Flint**

Big half page ads in Life and the Saturday Evening Post push people into the stores asking for Flint. Ads run every other week all spring.

ORD
FLI
CUTLE
NOW AN
GET
PROMPT

**Merchandising Like This Lets You Capitalize
on the Demand Built by National Advertising**

This point of sale fixture is ready for delivery now. Dealers using it report as much as 300% increase in volume. Displays knives, shows uses, prices, and holds reserve stock. A Flint department in itself, in 3 1/4 square feet of counter space.

**DISPLAY DOESN'T COST YOU
A DIME** when you buy the fast moving assortment, and sell the Flint knives. Your Ekco salesman has all the dope. But move fast . . . we have only limited supplies, and with good lumber scarce we may not be able to make an offer like this again.



NATIONAL SALES REPRESENTATIVES, D. E. SANFORD COMPANY



HARDWARE AGE

**YOU
CAN
DOUBLE
YOUR SALES
OF FLINT
CUTLERY
IN
1948**

TWO REASONS WHY

1. We have doubled production, so you can get the knives. Last year we were oversold by \$1,000,000. But this year sales will double because we've doubled production.

2. We will have the biggest and hottest advertising and merchandising program in the history of America on cutlery—even bigger and hotter than last fall. We'll probably be oversold this year, too—but in the meantime we'll have sold twice as many knives for you.

Get your order in—we can ship now—you can buy Flint Cutlery and Flint Cutlery sets again in quantity.

You can be sure of quick turnover, big profits, because Flint advertising and merchandising moves knives off your shelves, fast.

Here's your chance for the biggest year you've ever had in cutlery. Brother—take it while it's hot.

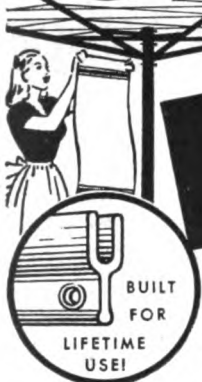
Get yours now while the getting is good.



**THE BIGGEST NAME
IN HOUSEWARES**

EKCO PRODUCTS COMPANY, CHICAGO

**FAST,
Easy Profits
FOR YOU!**



Botco
ALL-ALUMINUM
ROTARY DRIER

Yes! Here's a standard stock item that sells like hot-cakes! Sturdy, rustless aluminum; folds compactly for storage in six foot space... or opens to give your customer 160 feet of drying space. Complete with strong, sash-weight cord and steel ground box. Weight... a mere 12 pounds! Stock on hand permits immediate delivery for immediate orders. Write for details today.

RETAILS AT
\$15.48

MEDIUM SIZE,
110-FOOT SPACE
\$12.95

Botco MANUFACTURING DIVISION
THE BALTIMORE OCEAN TRANSPORT CO.
618 GARRETT BUILDING • BALTIMORE 2, MARYLAND

MILLIONS of yards of Rubberlike
Runner have been sold—

Watch the
regular
Saturday
Evening Post
Ads — Get
free display
Aids and watch
Rubberlike
Runner Sell



For Stores and Restaurants to cushion and quiet customers' footsteps and confine tracked-in dirt.

For Apartments and Hotels to protect floors, make cleaning easier and provide firm footing wet or dry.

For Institutions, Factories and Warehouses to save floors and ease foot-fatigue.

For Home Owners to confine tracked-in dirt in hallways, cellarways, garages and prevent slipping.

Everybody's a prospect for Rubberlike Runner. Less than 7c per sq. ft. For more information write Bird & Son, 25 East Street, East Walpole, Mass.

BIRD RUBBERLIKE®

PATENTED
NON-RUBBER
CONSTRUCTION

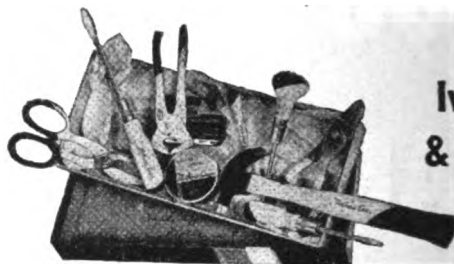
Runner



MR. RETAILER: Are you enjoying your share of profit from selling this attractive GIFT item?

Mother's Own

Set of Real Tools



**Ivory
& Blue**

ATTRACTIVELY CARTONED

ADVERTISED IN NATIONAL MAGAZINES

ASK OUR WHOLESALE DISTRIBUTORS

P E X T O

SINCE 1785

2PH48

the **BIG VALUE** juicer!

**Kwicky
JUICER**

efficient, practical
easy to sell!

nationally advertised
in Better Homes & Gardens,
American Home, Sunset.



HOLD ORANGE STILL

KWICKY'S PIVOT BASE

Aluminum juicer pivots freely on rubber base which grips table without marring or scratching.

sells and sells at

ONLY
\$1.00

This unique all-in-one juicer gets *all* the juice—no bitter peel oil • Has no holes to clog pouring • Races through fruit juicing—3 quick strokes usually gets *all* the juice • Rinses in a jiffy.

QUAM-NICHOLS COMPANY, 33rd Place and Cottage Grove, Chicago 16, ILL.

Here's the answer to household pests!

YOUR CUSTOMERS ARE WAITING FOR —

Dowklor 5% Dust

A VERSATILE NEW INSECTICIDE

Here's an important new product that will have instant appeal to your customers. It's Dowklor-5%-Dust—an effective household insecticide developed by Dow. Dowklor has a wide variety of uses. It controls many lawn pests, household and garden insects, and it's used to protect animals and poultry against fleas and lice.

Dowklor-5%-Dust comes in a handy one-pound container. It's attractive and practical—designed to help you sell. The package itself is a dust-gun applicator ready for immediate use.

And with Dowklor, you're sure of uniform, high quality. It's backed by the Dow name which is your assurance of thorough testing and proved effectiveness. Don't wait—begin stocking Dowklor-5%-Dust now. Write or wire to Dow.

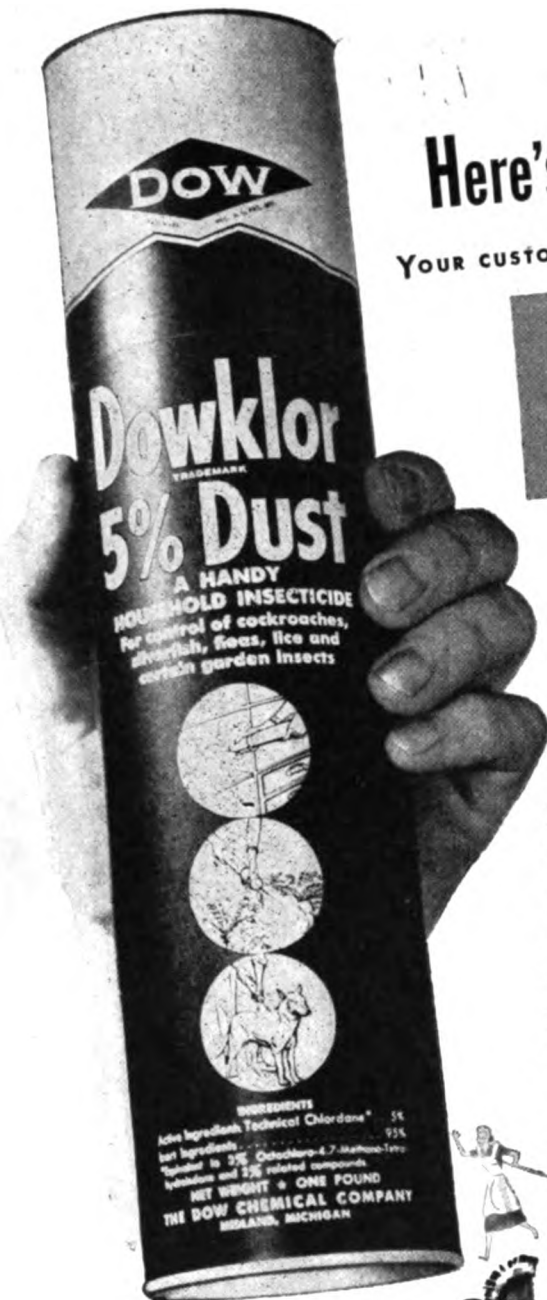
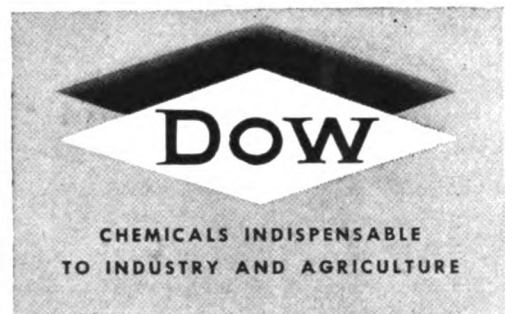
And for Bigger Sales — THE COMPLETE DOW LINE

Dowklor-5%-Dust and Dow Weed Killers—2-4 Dow Weed Killer (liquid and powder), Dow Contact Weed Killer, Dow Selective Weed Killer, Esteron 44—are just a few of Dow's rapidly growing line of Agricultural Chemicals. Dow also offers DDT formulations, insecticides and fungicides, seed protectant, plant growth regulators, and grain fumigants. Build bigger year-around sales by stocking the whole line.

AGRICULTURAL CHEMICAL DIVISION

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Cleveland • Detroit
Chicago • St. Louis • Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto, Canada



10 Reasons Why...



Mall Drills REG. U.S. PAT. OFF. HAVE A Faster Turnover

The many uses to which the Model 381— $\frac{3}{4}$ " Malldrills can be adapted make this tool one of the most saleable items in your store. Every hardware store, factory, automobile body and repair shop, institution, carpenter, and handy man is a prospect.

National advertising in *The Saturday Evening Post*, *Poultry Tribune*, *Home Week*, *Carpenter*, *American Builder* and many other publications with wide distribution are building sales and profits for Hardware Dealers and Power Tools. Order Yours Today.

FREE Booklet *Mall Portable Power Tools* sent upon request.

MALL TOOL COMPANY
7702 SOUTH CHICAGO AVE., CHICAGO 19, ILL.

Also Electric MallSaws with 2", 2 $\frac{1}{4}$ ", 2 $\frac{7}{8}$ " and 4 $\frac{1}{2}$ " cutting capacities; $\frac{1}{4}$ ", $\frac{3}{16}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ " and $\frac{7}{8}$ " MallDrills; Mall Surface Planes; Screwdrivers; and Hand Polishers.



NOW! Supply all your customers' Level Needs
with One Line for lower inventory . . . faster turnover . . . more profits

STEVENS PRECISION LEVELS

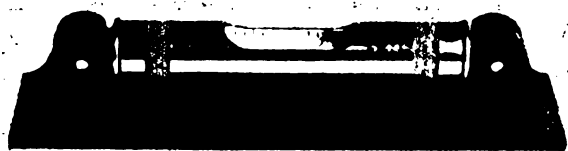
★ DISPLAY THEM . . . THEY SELL THEMSELVES



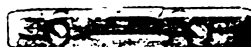
**NO. 555
LINE AND SURFACE LEVEL**
Originated by Stevens . . . in great demand by masons, contractors, road builders, and mechanics. Made of $\frac{3}{8}$ " hex tubing 3" long. Accurately levels from hooks or base. Packed in sure-selling, blue display box of one dozen.



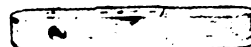
**NO. 556
ALUMINUM POCKET LEVEL
IN FAST-SELLING DISPLAY BOX**
1000 plus one uses on the job or around the home. Made of polished $\frac{3}{8}$ " hex aluminum tubing $5\frac{1}{4}$ " long with sturdy pencil clip. Packed in self-selling, compact, blue display box of one dozen as illustrated.



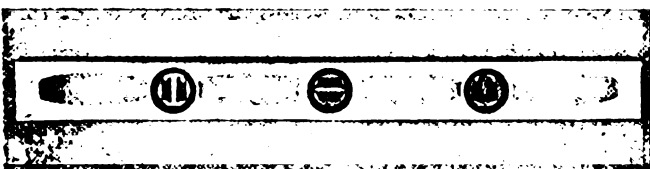
NO. 386 MACHINIST LEVEL
Precision made to show .005" per foot, per graduation. "V" grooved for leveling pipe line, shafting, etc.



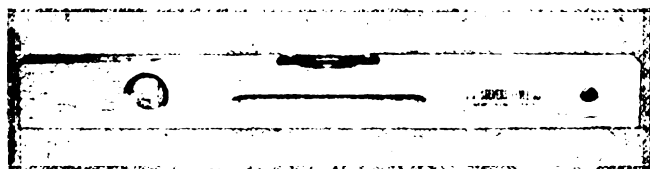
**NO. 399 SOLID BLACK WALNUT
TORPEDO LEVEL**
One level, one plumb, one 45° vial. Plated steel top plate.



**NO. 400 SOLID CHERRY
TORPEDO LEVEL**
One level, one plumb. Plated steel top plate.



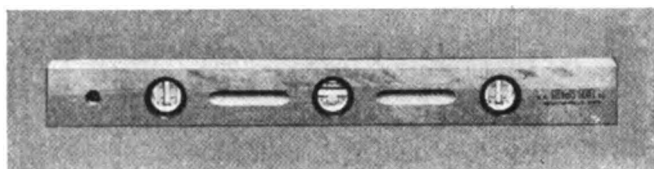
ALUMINUM LEVELS, 500 SERIES
Designed for accuracy and long hard use. Solid set with 4 plumbs and 2 levels. Three popular lengths, 18", 24" and 28".



GENERAL PURPOSE LEVELS, 200 SERIES
12", 18", 24" lengths. One plumb, one level with plated steel top plate. Natural finish.



MASONS' WOOD LEVELS
In 42" and 48" lengths. Natural finished, kiln dried, California sugar pine.



CARPENTERS' WOOD LEVELS
Made from kiln dried, California sugar pine. Natural clear varnish finish. 12", 18", 24" and 30" lengths.

SALES REPRESENTATIVES

A. P. Henricks Co.
78 Rensselaer St.
New York, New York

W. Bert McDonough Co.
C. & S. National Bank Bldg.
Atlanta, Georgia

J. W. Carcoran
3016 Blaine Street
Seattle, Wash.

Irving S. Kemp Co.
218 N. Jefferson
Chicago, Illinois

L. M. Gardner
2223 Warner Road
Fort Worth, Texas

O. H. Harer
Citizens Bldg.
Cleveland, Ohio

SPECIAL FEATURE Every Stevens Level is equipped with "catseye" liquid vials for easier, accurate reading.

P&P-5000

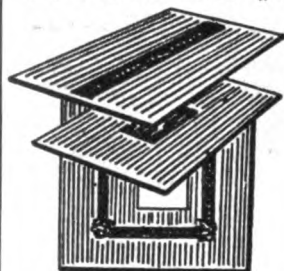
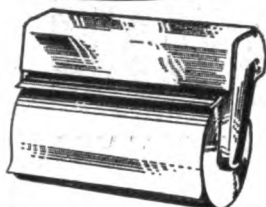
THE E. A. STEVENS LEVEL COMPANY • NEWTON FALLS, OHIO

FEBRUARY 26, 1948

**Available NOW! The HITS
of the HOUSEWARES SHOW**

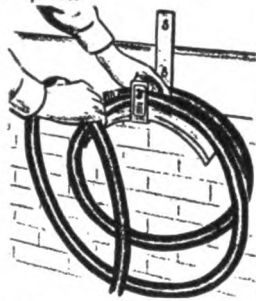
DUAL DISPENSER

For wax-paper and paper towels. Easy to load and use. Top cover serves as cutting edge for wax paper. Sturdy wood bar holds paper towels. Model #120.



NU-TOP STOVE PADS

America's foremost line of bright metal, lithographed, and chromium-plated stove pads.



Handy HOSE HANGER

This fast-selling, inexpensive hanger protects and holds garden hose neatly and securely. Heavy steel construction.

Write for price & delivery information.

The METALOID Co.

5815 KINSMAN RD. • CLEVELAND 4, OHIO

INCREASE STORE

**TRAFFIC . . . by
Featuring This NEW
Glazing Material**



It's Elastic—NEVER GETS
ROCK-HARD IN THE CAN OR ON THE JOB

Contractors and home handy-men go for this idea in a big way . . .

They can apply our "33" faster. It's smooth as silk—never lumpy. They can use part of a can today, the rest a year later, and still "33" is in perfectly good condition—not dried out.

Jobs last longer than with putty. Remember "33" is always elastic. It won't crack, crumble or deteriorate for years after application. It's

absolutely O.K. for sealing glass in either wood or metal sash.



WHAT A SALES STORY!

Stock up on "33" now . . . then advertise and counter-display it. Surprising how much you can sell—how many other items can be moved along with it. Order from your jobber in 1, 5 and 10-lb. cans, or larger drums, or write us.

The ARMSTRONG COMPANY

DETROIT 17 • CHICAGO 9 • DALLAS 1

WOODEN KNOBS

GUM MAPLE OAK

Quality, flat grained wooden knobs, tapped and sanded, complete with washer head screws for $\frac{3}{4}$ " drawer fronts.

PATTERN
NO. BW-120

AVAILABLE IN SIZES
FROM $\frac{3}{4}$ " TO 2" DIA.
AT $\frac{1}{4}$ " INTERVALS.

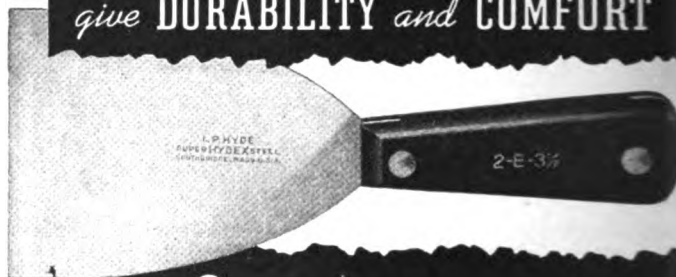
BW-120-2"

Packed 2 and 3 dozen to box.

Inquire of your Hardware Jobber.

BOYNTON-WADDELL Company
1800 N. ASHLAND AVE., CHICAGO 22, ILLINOIS

HYDE SCRAPERS give DURABILITY and COMFORT



Super HYDEX Steel scraper blades are made from high carbon alloy steel for durability and precision. They are scientifically heat treated and expertly ground to uniform flexibility or stiffness. A new, patented handle construction adds extra strength and comfort to Hyde Scrapers. Made with a full tang construction, the steel extends clear through to the end of the plastic handle for added durability. The handle is specially designed for comfort, with only a single seam at the sides, helping to avoid blisters and calluses. Steel extends around butt end as further protection against hard knocks. Order now from

HYDE MANUFACTURING CO.
SOUTHBRIDGE, MASS., U.S.A.

*drying
is so important!*

Wonderful New Stop Watch ENAMEL

dries in 57 minutes*

Backed by a hard-hitting consumer advertising campaign in LIFE, GOOD HOUSEKEEPING and POPULAR MECHANICS, fast-drying STOP WATCH ENAMEL is a specialty item that moves fast!

STOP WATCH ENAMEL comes in a short line of decorator-selected colors, for fast turnover on small inventory. Perfect for furniture in constant use!

**Average drying time*

Ask Your Jobber

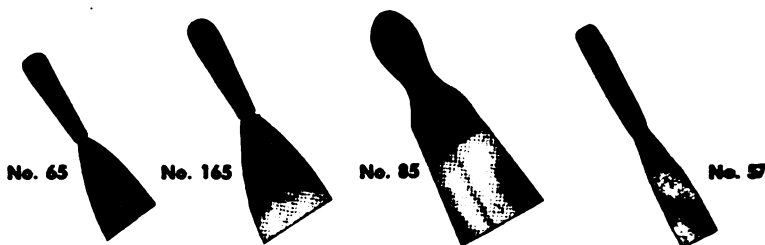
THOMAS C. DUNHAM, INC.
Long Island City, N. Y. • Founded 1852

RETAILS AT 25¢
Western States slightly higher



QUALITY TOOLS

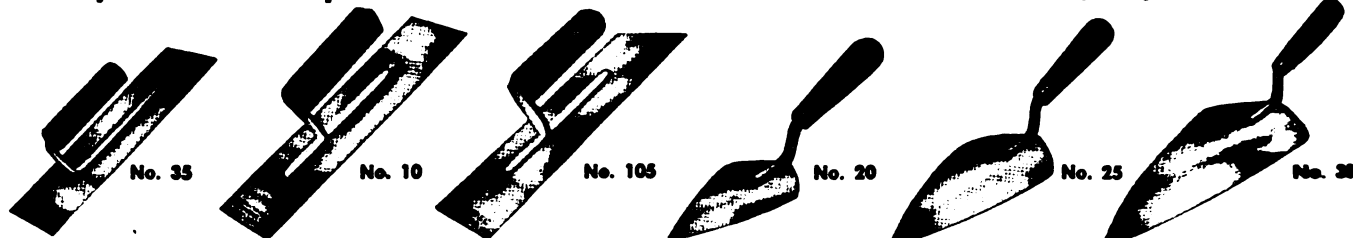
by
DUBL-A



Mason's and Painter's Tools—for the artisan or handy man. Designed for long life—Styled for ready use—Priced for quick sale.

PAINT SCRAPERS
Choice of several styles—all expertly made of high quality materials. Complete specifications on request.

PUTTY KNIFE
Polished and tempered blade of high quality carbon steel.



PLASTERING TROWELS

Serviceable trowels for the apprentice or general repair man. Carefully made from the best of materials. Full specifications gladly furnished on request.

POINTING TROWEL

Popularly priced trowels in several sizes and types. Built to last from high grade steel with fully polished blades. Write for detailed specifications.

BRICK TROWELS

CANADIAN AGENT: 15 WELLWOOD AVE., TORONTO, ONTARIO



THE ATLAS-ANSONIA COMPANY



8 STILES LANE, NORTH HAVEN, CONN., U.S.A.

SPEED!



BECAUSE THE
CUTTING EDGE
is
KENNAMETAL

Kennadrills have cutting tips of Kennametal cemented carbide—the metal that is far harder and more durable than tool steel. No starting punch needed—Kennametal tip takes hold readily, drills fast, retains sharp edge under heat and abrasion of cutting. Design assures clean, accurate drilling in all types of masonry. Can be used in any rotary electric drill. Available in sizes for drilling holes: $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ ", $\frac{3}{4}$ ", $\frac{7}{8}$ ", 1 ", $1\frac{1}{8}$ ", $1\frac{1}{4}$ " and $1\frac{1}{2}$ ".

Distributors Wanted
KENNAMETAL Inc., LATROBE, PA.

KENNADRILLS

DRILL MASONRY FASTER, CHEAPER, EASIER

MAXIMUM STRENGTH
And Uniform Quality Mean
Satisfied Customers with

SHEFFIELD OIL COLORS



In BULK, $\frac{1}{2}$ pint and Quart
Cans as well as 3 sizes of
Lithographed Tubes

30 outstanding colors,
triple ground in pure
linseed oil to give
maximum strength
and cleanest colors.
Highest uniform quality
assured because

of our volume production and modern equipment.
A beautiful metal display cabinet is available as a
sales stimulator. Write for prices and further details.

Sheffield Bronze
PAINT CORPORATION
CLEVELAND 6, OHIO

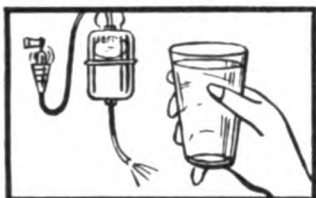


OVER 40 MILLION HOMES WANT "SOFTEE"

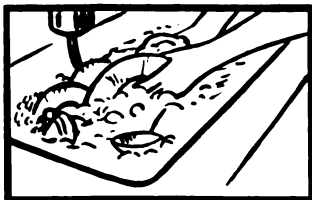
THE PORTABLE AUTOMATIC WATER SOFTENER



Soft water banishes drudgery of household chores, cleans floors, tubs, sinks, windows, woodwork in half the time.



SOFTEE will also remove the unpleasant chlorine taste from water and condition the water at the same time. Merely run unpleasant tasting water through SOFTEE, and you have spring-clear soft water that tastes better.



More luxurious bathing, easier shaving, glorious hair shampoos, dishwasher kind to your hands with SOFTEE's soft-as-rain water.



You'll actually save upward of \$150 a year (by actual supervised tests) when you use SOFTEE water softeners in your home.



- Weight approximately 2 pounds.
- Retail price \$9.95.
- Dealer's discount 40%.
- Packed 12 to a carton.
- Immediate delivery.

SOFTEE—the sensational new soft water discovery! Revolutionary new filter action INSTANTLY softens HOT or COLD water right at faucet. SOFTEE will last many years with proper care. Mass design brings SOFTEE's cost (only a fraction of other, less efficient softeners) now within reach of EVERYONE! SOFTEE is a thrilling new experience for millions of American housewives who have longed for the pleasure, convenience, comfort, efficiency of rain-soft water.

COUPON

NATIONAL MANUFACTURING COMPANY
Foot of S.W. Gibbs St., Portland 1, Oregon

- ☐ Please send me additional information on SOFTEE.
- ☐ Please send me one sample SOFTEE. Enclosed is \$6.50.
- ☐ Please send me sample order of 6 SOFTEES. Enclosed is \$35.82 (\$9.95 less 40%).

(ALL ORDERS SENT POSTPAID)

Name _____

Street _____

City _____ Zone _____ State _____

MAIL TODAY!

THE "SOFTEE" IS UNCONDITIONALLY GUARANTEED

"Zipper Top"

**America's Most Unique
RUBBISH BURNER**

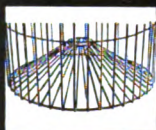
IT SELLS ON SIGHT



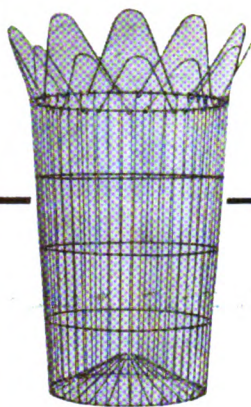
**PULL any Loop
IT'S
OPEN!**



**PUSH any Loop
IT'S
CLOSED!**



**SAG-PROOF
BOTTOM
that speeds
burning**



Pat. No. 1,921,295

• For the biggest buy in rubbish burners, feature the novel "ZIPPER TOP." One complete, sturdy unit; no loose parts. Available in Price Leader and Heavy Duty models. Shipped nested a dozen to a bundle, in new protective wire shipping sleeve. Cash in on their unique features... sell "ZIPPER TOP" rubbish burners.

**UNION STEEL PRODUCTS COMPANY
126 BERRIEN STREET • ALBION, MICHIGAN**

Be Safe!

WHEN WORKING WITH ELECTRICITY

USE A

NO. 55 UTILITY TESTLITE



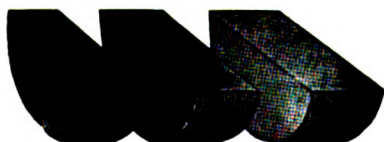
Designed for use in testing Voltage. The UTILITY TESTLITE indicates whether the circuit is hot and also shows the voltage on the line. For use by anyone who has occasion to test circuits when lights or appliances fail. Everyone NEEDS A TESTER IN THE HOME. The UTILITY TESTLITE is safe to be used by everyone.

Write for illustrated bulletin and for information on SPECIAL UTILITY TESTLITE DEMONSTRATOR DISPLAY for increased voltage tester sales.

**POWERS MANUFACTURING COMPANY
1527 FOLSOM STREET • SAN FRANCISCO 3, CALIFORNIA**



**PACKED FOR THE JOBBING TRADE
WOODRUFF KEYS**



MACHINE KEYS

ALL



TYPES

COTTER PINS



**TAPER PINS • STRAIGHT PINS
COMPLETE LINE "STANHO" ASSORTMENTS
NEW STANDARD BRAND
HORSE SHOE NAILS**

**STANDARD HORSE NAIL CORP.
SINCE 1872
NEW BRIGHTON • PENNSYLVANIA**



**FULLY GUARANTEED
AS TO QUALITY, FIT, AND FINISH**

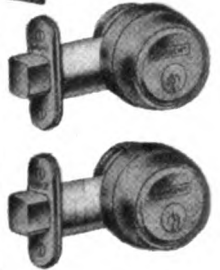
Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog and trade prices.

**STAR MANUFACTURING COMPANY
DIVISION OF ILLINOIS IRON & STEEL CO.
CARPENTERSVILLE, ILLINOIS, U. S. A. (EST. 1872)**

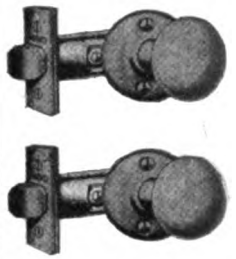
2 sets Front Door Locks*



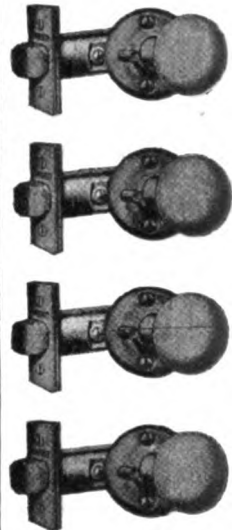
2
sets
Rear
Door
Locks



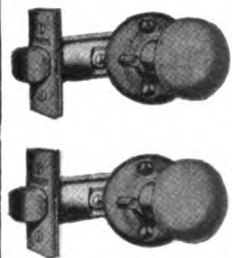
2
sets
Rear
Door
Latches



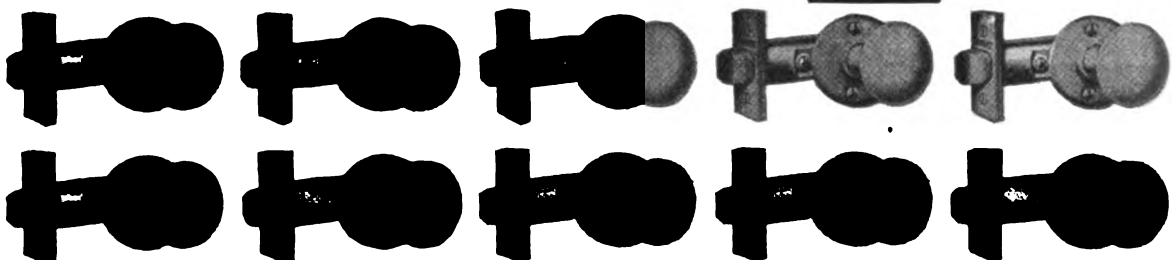
4
sets
Bed-
room
Door
Locks



2
sets
Bath-
room
Door
Locks



10
sets
Interior
Door
Latches



QUALITY HOUSE UNIT PACKAGE

Devised by Sargent to save costly handling time and cut down inventories, the **Quality House Unit Package** is a merchandising plan that brings real savings to the jobber, the dealer and the builder or contractor. In one package, divided into complete house sets, are all the lock and latch sets required for two average small homes—and they are all quality sets with the famous Sargent Integrallock for front doors, and also genuine pin tumbler locks for rear doors and all complete home sets furnished in solid brass trim, with front and rear doors keyed alike. Each individual lock or latch set is packaged in a separate box with carton suitably labeled for the opening for which it is intended. You can figure for yourself how much savings in time, labor and space such a plan would mean to you—a savings that will convince you that it pays in profit and prestige to handle Sargent quality products.

*For quick delivery see your
Sargent jobber or write or wire.*

SARGENT & COMPANY
NEW HAVEN, CONN.

NEW YORK

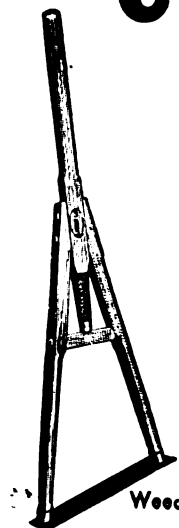
CHICAGO

**Choice of Integralocks,
Entrance Door Handles
and Cylinder Knob Sets.*

They make a lazy man
love to work!

Lively Lad CUTTERS

When your customers ask for weed cutters, chances are they mean Lively Lad Cutters, the original weed cutter of its type. Often imitated, never equalled, Lively Lad Weed Cutters and Bush Whackers are two fast-moving items that will pay well for their space in your store.



Weed Cutter



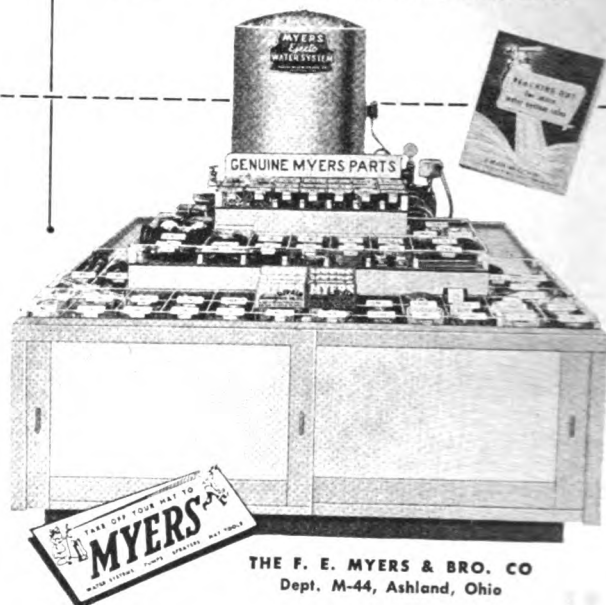
Bush Whacker

ORDER FROM YOUR JOBBER

LIVELY LAD MANUFACTURING CO., INC.
Ashland City, Tennessee

mister FIVE by FIVE

On this fertile display island, exactly 5 ft. square, many an extra profit will grow for Myers Dealers whose merchandising alertness keeps them abreast of today's opportunities. This fixture and dozens of other displays, signs, advertising and promotional aids are fully illustrated and described in the Myers Dealer Aid Catalog and Supplement. Study it carefully.



THE F. E. MYERS & BRO. CO
Dept. M-44, Ashland, Ohio



the **FAMOUS LOW PRICED**

"800"
BLOW TORCH
IS BACK!



No. 800
for the occasional user

- High grade bronze burner, for gasoline.
- Quart size, polished heavy gauge cartridge brass tank.
- Top filler, quick acting automatic pump.
- Interlocking safety fittings at all openings.
- Competitive price, with full quality and safety.

Sold through leading jobbers

CLAYTON & LAMBERT MFG. CO.

1718 DIXIE HIGHWAY • LOUISVILLE 10, KENTUCKY



The WRIGHT name is your guarantee of top quality in hardware cloth. WRIGHT production all the way from rod to finished galvanized product.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.

**EASIER
SALES**

THE HURRICANE

Automatic Governor Controlled

POWER LAWNMOWER



**LIGHT WEIGHT . . . POWERFUL . . .
MANEUVERABLE . . . PROFITABLE . . .**

Here's the power lawnmower that is sweeping the country like a gale . . . in popularity among users . . . and profits for dealers. The HURRICANE has been tested and proved in practically every section of the country. And the 1948 model is now ready with new, improved trigger-fast governor control—new 2 1/4 H.P. engine—new hardened tip blades that will make it an even faster selling unit. Once sold, the HURRICANE stays sold. Its trouble-free operation assures complete customer satisfaction.

Check These **BIG** Selling Features

- ★ **Light Weight**—Carriage designed for lightness in weight combined with structural sturdiness. Bed is all cast aluminum.
- ★ **Even Cutting**—Four fully ball bearing wheels with 1.75 in. x 10 in. zero pressure tires. All wheels same diameter; insures cutting blade operating on an even plane, at all times.
- ★ **Maneuverability**—Handle designed for full floating operation; remains at constant level in the grasp allowing machine to float or conform to contour of lawn. Slight pressure on the handle hinge pins guides machine.
- ★ **Blade Driving Unit** is completely ball bearing friction type with ample tension to absorb all power of the engine. When striking immovable objects, it slips, protecting blade, engine crankshaft and driving mechanism.



- ★ **4-Cycle Trouble-proof Engine** easily started by short pull on starting pulley. Has the new inbuilt trigger-fast automatic governor. Will operate without throttle or any hand control. Keeps speed of engine and cutting blade constant whether cutting heavy or light grass or weeds.

- ★ **Grass Distributed** evenly over the lawn due to arrangement of special housing of the cutting blade; prevents windrowing.

JOBBERs—Write direct for complete information about The HURRICANE and how it can fit into your profit picture.

Get in Touch with Your Nearest Jobber

The jobbers listed below can supply you with The Hurricane Power Lawnmower. If no jobber near you, write us direct.

Benson Implement & Appliance
Omaha, Nebraska

Bering-Cortes Hardware Co
Houston, Texas

Browne Equipment Co.
Columbus, Ohio

Bruce Boats & Motors
Jacksonville, Florida

Nelson Radio & Supply Co.
Mobile, Alabama

North Jersey Equipment
Newark, New Jersey

Old Dominion Motor Co.
Norfolk, Virginia

Pacific Supply Cooperative
Walla Walla, Washington

Raymond Lake Motors
Cleveland, Ohio

St. Louis Distributing Co.
St. Louis 10, Mo.

Buyrn, Old & Eaton, Inc.
Norfolk, Virginia

Haw Hardware Co.
Ottumwa, Iowa

Knapp & Spencer
Sioux City, Iowa

W. J. Krebs Sales Co.
Corpus Christi, Texas

Magnolia Seed Co.
Dallas, Texas

Neff Marine Co.
Milwaukee, Wisconsin

Stratton Baldwin Co.
New Orleans, Louisiana

Stratton-Warren Hardware Co.
Memphis, Tennessee

Stuckman Tire Service
Bluefield, West Virginia

Teague Hardware Co.
Montgomery, Alabama

Carmen Lude, Inc.
Charlotte, North Carolina

Cox Motor Co.
Washington, North Carolina

General Supply Co.
Kansas City, Missouri

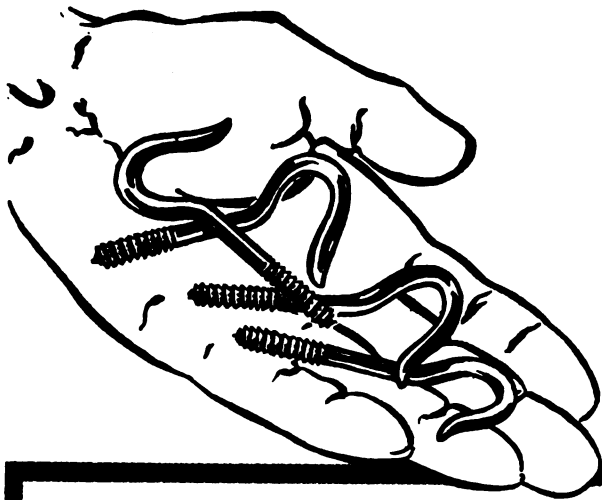
Keith-Simmons Co., Inc.
Nashville, Tennessee

Speer Hardware Co.
Fort Smith, Arkansas

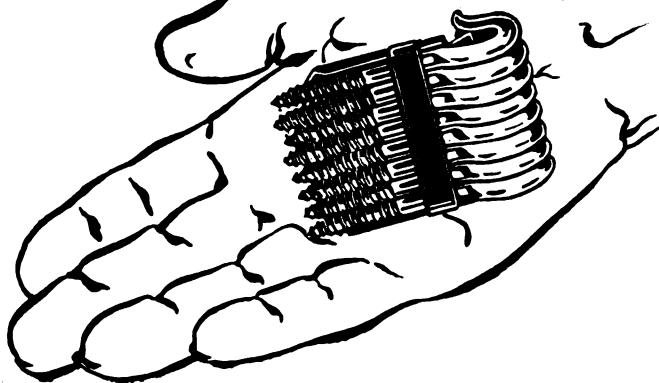
Excelsior Stove & Mfg. Co.
Oklahoma City, Oklahoma

Wiley Stewart Machinery Co.
Oklahoma City, Oklahoma

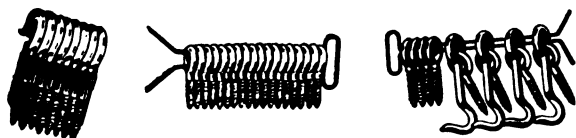
NATIONAL METAL PRODUCTS CO. 2722 CHERRY ST. KANSAS CITY 8, MO.



**Which sale
is more
profitable?**



No question about it! The best profit is in the *bundle*. You sell not two or three at a time, but the *whole package*. You waste no time handling and counting. And best of all, the bundled line is Judd Bright Wire Goods, finished in brilliant Kadmilite, packed in a bright red clip — an item more glamorous and eye-appealing than you ever thought bright wire goods could be.



The Judd *bundled* line of Bright Wire Goods includes Screw Hooks, Screw Eyes, and Gate Hooks and Eyes. Standardize on the Judd line. Make Judd your *one-source* supplier for Bright Wire Goods and Housefurnishing Hardware.

JUDD Bright Wire Goods

H. L. JUDD COMPANY, Wallingford, Connecticut
87 Chambers Street, New York 7, New York

**HERE'S HOW TO
SELL MORE WIRE...**



NEW STEEL DISPLAY RACK

AND 1250 FEET OF WIRE

INCLUDED IN NEW DEAL

TO INCREASE YOUR SALES

GET BEHIND THIS NEW ROYAL DEAL

Put Royal UL approved WIRE right out where your customers can see it... with this new, modern, all-steel display rack. No more juggling with loose spools. Needs only 2 feet of counter space. It's a valuable permanent store fixture that will sell more wire with less sales effort. Write for complete details!

ROYAL

THRU YOUR
WHOLESALE

Quality **PLUG and
CARTRIDGE FUSES • FUSATS
WIRE • CORD SETS • TROUBLE
LIGHTS • CHRISTMAS LIGHTING SETS**

ROYAL ELECTRIC CO., Inc., PAWTUCKET • R. I.

WHAT'S NEW

Dealers and wholesalers, who have profited with us for the past 20 years, know these new products must equal the reliable performance of KAY-TITE.

"HYDROXIN"*

An integral liquid compound to be used in the making of concrete. Mixed with cement it speeds up hardening . . . Resists freezing until setting takes place . . . The result is that concrete is more dense, water tight and will not scale or chip.

Ideal for cement-plaster, mortar, dustless floor finish, control of water seepage, grout work and all concrete work.

ASBESTO-LITE*

is a compound for restoring old, weather beaten asbestos shingles. Applied either by brush or spray. It leaves a durable, rock like surface that is completely weatherproof.

PAINTMOR*

Add this compound to any lead or zinc base paint. It increases the quantity without thinning action, thus reducing cost. Excellent for spraying because it prevents settling and eliminates stirring. Increases the durability and decreases the cracking and fading tendencies of any paint. You can not tell the difference in finish of gloss or of any color when job is completed.

KAY-TITE* PRIMER

This compound conditions non-porous surfaces so that regular KAY-TITE may then be applied. This primer adheres to any painted or unpainted surface.

KAY-TITE* NOW IN 8 COLORS

KAY-TITE controls water seepage in porous masonry. Can now be obtained, in addition to WHITE, in the following colors:

BUFF	BRICK RED	CREAM	BLUE
SPANISH BUFF	GRAY	GREEN	ROSE

FOR FULL INFORMATION about any or all of these products, see your wholesaler or write.

KAY-TITE COMPANY

WEST ORANGE, NEW JERSEY

MORE THAN 20 YEARS OF SATISFACTORY PERFORMANCE

* Registered Trade Mark

LOOK WHAT BACK!

IT'S SINGLE
IT'S DOUBLE
IT'S THAT FAST-SELLING HANDY

TURNOVER — that was the Handy File's secret of success. It stopped its production. Quick turnover for dealers! Useful turnover for the hardware store sparked to the idea of a file with two kinds of cutting surfaces.

Now the Handy File is back again, cellophane wrapped, handsomely packaged to make money for every hardware store giving it what little display space it needs.

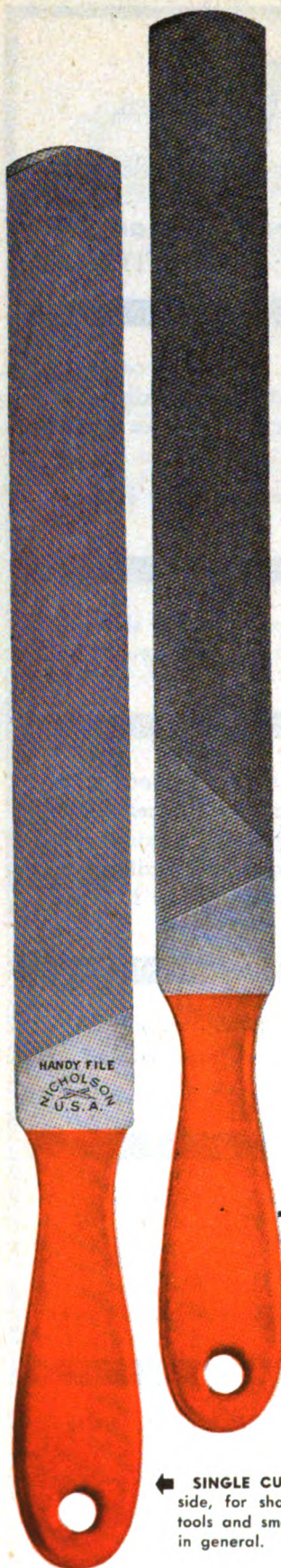
Almost everybody who walks in your store is a prospect for the Handy File. It doesn't need much imagination to reel off its scores of uses — around the house, on the farm, in the garage or shop.

PRICE TO RETAILER — \$3.90 FOR BOX OF ONE DOZEN

Set your own retail price in the blank provided. Suggested retail price of 49¢ per file gives you \$1.98 profit (or 33⅓% on selling price). Order early from your distributor! Write for literature to Nicholson or Black Diamond Brand.



NICHOLSON FILE CO. • 25 ACORN ST., PROVIDENCE 1, R. I.
(In Canada, Port Hope, Ont.)



← **DOUBLE CUT** teeth on the other side for fast stock removal. One cutting edge, one "safe" (uncut) edge.

← **SINGLE CUT** teeth on one side, for sharpening edged tools and smooth-finish filing in general.



Flat, colorful safety handle makes Handy File easy to hang-up or carry (no bulge—slips into hip or side pocket).

NICHOLSON FILES FOR EVERY PURPOSE

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Owned and Published by

CHILTON COMPANY (Incorporated)

Executive Office **Editorial, Advertising and Subscription Office**
Chestnut and 56th Sts. 100 East 42nd St.
Philadelphia 37, Pa. New York 17, N. Y.
U. S. A. U. S. A.
Tel.: Sherwood 7-1424 Tel.: Murray Hill 5-8600

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HARDWARE AGE

Published Every
Other Thursday

Vol. 161 - No. 5
February 26, 1948

"The Hardware Dealer's Magazine"

Established 1855, succeeding and embodying "Hardware" of New York, "Stoves and Hardware Reporter," St. Louis; "The Western Hardware Journal," Omaha; "Iron Age Hardware," New York City; "The Hardware Reporter," St. Louis; "Hardware Salesman," Chicago; "Hardware Dealers Magazine," New York, and "Good Hardware," New York.



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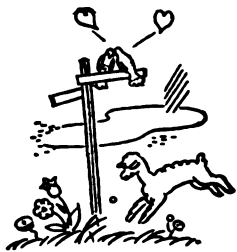
Charter Member



NET PAID CIRCULATION THIS ISSUE 33,365

SUBSCRIPTION PRICES: United States and its possessions \$1.00 per year.
Canada: \$3.00 per year. All other countries \$5.00 per year. Single copies
25 cents each.

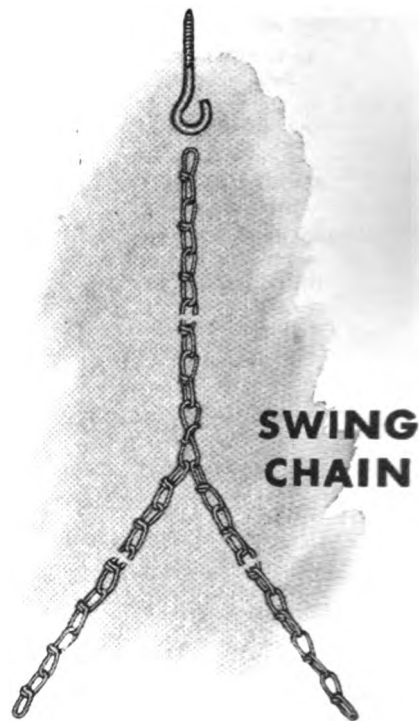
**NOW IS THE TIME TO ORDER
THOSE AMERICAN CHAIN ITEMS
YOUR CUSTOMERS WILL WANT**



**IN THE
SPRING**

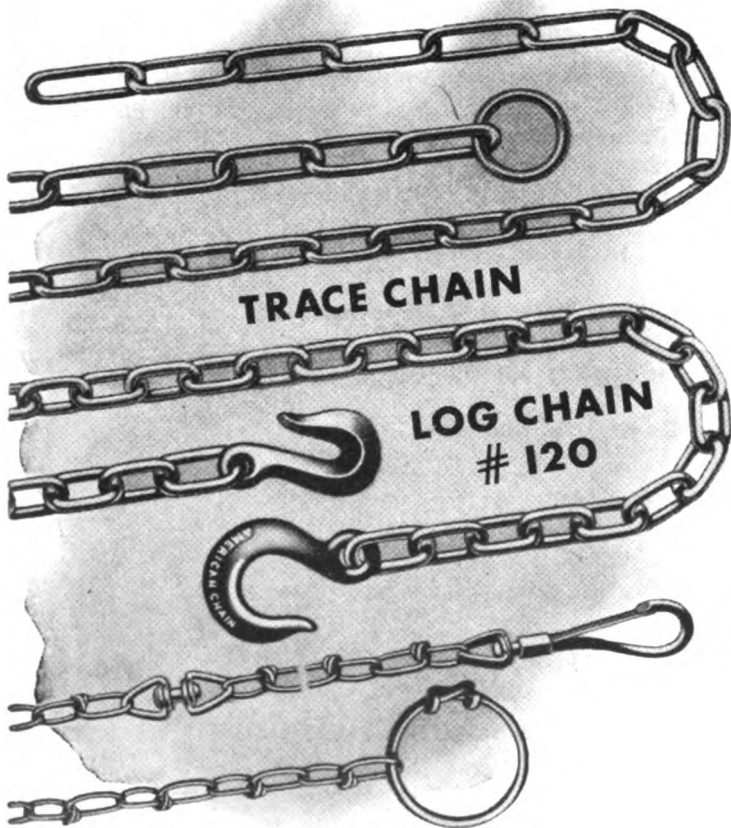
Be ready to place the more popular AMERICAN CHAINS out where your good customers can see and handle them. There's something about a piece of good chain that appeals to a man. And very often he will be reminded of a need for one or more of the chains you have in stock.

Selling chain and chain assemblies is good, sound, profitable business—especially if you . .



**SWING
CHAIN**

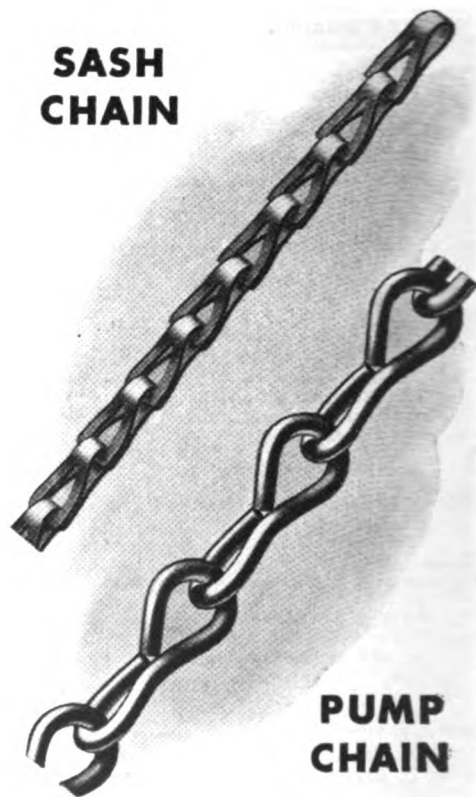
*** **SELL AMERICAN** *** **THE COMPLETE CHAIN LINE**



TRACE CHAIN

**LOG CHAIN
120**

**SASH
CHAIN**



**PUMP
CHAIN**

ACCO

ORDER FROM YOUR HARDWARE WHOLESALER

York, Pa., Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

**AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE**



In Business for Your Safety

Informal Editorial Comments JUST AMONG OURSELVES

By Charles J. Heale

"There Are Only Fifteen First-Class Hardware Stores in the U. S."

—Fortune Magazine

IN the January 1948 issue of *Fortune*, a recognized "carriage trade" monthly publication there is published a highly interesting story entitled "Home Workshops" with a deck reading: "Power Tools Are Luring More and More Americans Into the Deafening Solitude of the Basement." The story started on page 109, and required a total of eight pages including appropriate and interesting photos.

Any of our readers having access to a copy of this magazine will heartily appreciate and enjoy this particular story up until they reach the last two paragraphs on page 130. These read as follows:

"Since the war, workshop tools have been hard to find. Most small toolmakers, required to concentrate on industrial tools during the war, are still doing so. Meanwhile the big mail-order houses, Sears and Montgomery Ward, are giving Delta and the other leading workshop-tool companies (Atlas Press Co. of Kalamazoo; Boice-Crane Co. of Toledo; Logan Engineering Co., and Duro Metal Products Co. of Chicago, and

the South Bend Lathe Works) a hard run for the shopman's money. The chief problem of the tool companies is distribution, as it has always been, since they must rely heavily on local hardware and mill supply stores whose merchandising is notoriously indifferent. In the trade it is commonly said, for instance, that there are only fifteen first-class hardware stores in the U. S.,* and even fewer that, like Richter's in Manhattan, specialize in home-workshop power tools and all the related accessories."

"No one knows how big the workshop-tool market is now. Shortages of cast iron, steel, and small electric motors and the demands of industrial customers have kept the manufacturers from fulfilling their postwar promises to the workshop owner. Total sales of light power tools, with Sears and Montgomery Ward together selling more than half, are expected to reach \$100 million this year, double the 1939 figure. Delta alone in 1946

sold some \$15 million worth of small power tools, perhaps 20 per cent of which went into home workshops. But even Delta can only guess how much, since retailers make no effort to distinguish between their amateur and professional customers. The distinction, of course, is steadily becoming more difficult."

The underlining is mine. A footnote discloses the identity of the stores included in the opinion. "There are only fifteen first class hardware stores in the U.S." It reads:

"Carlisle's in Springfield and Holyoke, Massachusetts; Patterson Bros. in New York; Stebbins' in Chicago; Ray's in Detroit; Stambaugh-Thompson's in Youngstown, Ohio; Weed's in Buffalo; Vonnegut's in Indianapolis; King's in Atlanta; Warner's in Minneapolis; Central Hardware in St. Louis; Ernst's in Seattle; Bunting's in Kansas City; Chown's in Portland, Oregon; Palace Hardware in San Francisco."

No one who actually knows any-

thing about the hardware business can dispute the fact that the firms mentioned above are all outstanding—but I for one challenge the statement “There are only fifteen first class hardware stores in the U. S.”

Having been affiliated with the hardware industry and trade for more than 31 years, I am confident I could make up a list of at least 1500 stores, perhaps twice that number, that are truly entitled to “first class” rating, and whose sales volume and selling interest on home workshop power tools and related specialties have been developed to a point where any producer of this equipment would welcome their business. When you talk about “specializing” in any

specific line you are using a relative term. “Specialization” in one store might actually mean a separate store, elsewhere a sizable department. It might mean one or more salesmen doing nothing else or it could be a major interest of one competent salesman who also did other selling.

The *Fortune* article is not signed, nor is any evidence given as to the source of the pontifical decision that “there are only fifteen first class hardware stores in the U. S.” Personally, I believe I can name “fifteen first class hardware stores” on Long Island alone and just to mention a few states—I know I can name more than “fifteen first class hardware stores” in either Ohio, Michigan, Texas,

Iowa, Wisconsin, or Minnesota, and in at least 30 other states—and I mean just from memory. The records will disclose many more.

Articles such as this one in *Fortune* are unfair to the hardware distributing fraternity and can prejudice various industry groups from giving the hardware store channel the proper consideration it is entitled to receive. I am confident that there is nothing vicious or malicious about this story, but I am equally confident that somewhere along the line some grossly incompetent source of opinion and/or advice was relied upon for the mistatement “There Are Only Fifteen First Class Hardware Stores in the U. S.”

★ ★ ★

Hardware Prices Still Look Firm In View of Present Day Costs:—

DURING the recent fluctuation of grain and food prices and (up to press time) some slight downward flurries in certain securities, opinions were varied and numerous about the import of these developments. There were definitely two schools of thought. One group felt that this was the positive forerunner of a general downward price trend and an early recession in business. Some believed this was desirable and maintained that an early recession would likely be one of relatively short duration, whereas a delayed recession period might be a much longer period of agony. Of course such thinking goes hand in hand with the philosophy that a recession is inevitable and with that I cannot agree, as yet.

On the other side of the picture is the opinion that grain and food prices were excessive and needed a little shaking down to a more normal basis and that declines, all of which didn't stick, did not indicate a trend.

As far as hardware prices are concerned I cannot see where present day costs will permit any decline for some time. In fact, I would think it more likely that

some items may advance further.

And I can't go along with the idea that we must have a depression—certainly not an early one. We are still enjoying good employment, still facing many shortages and delays in obtaining need-

ed and desired merchandise, and still have the money to pay for what we can get. With those basic conditions I again suggest that everybody get to work and stop talking or thinking about depressions.

★ ★ ★

Your “Packaged” New Look

THIS is the time of year when the nation's economists and industrial experts endeavor to forecast the shape of things to come. Their predictions are carefully qualified and are rarely projected beyond a six-month period.

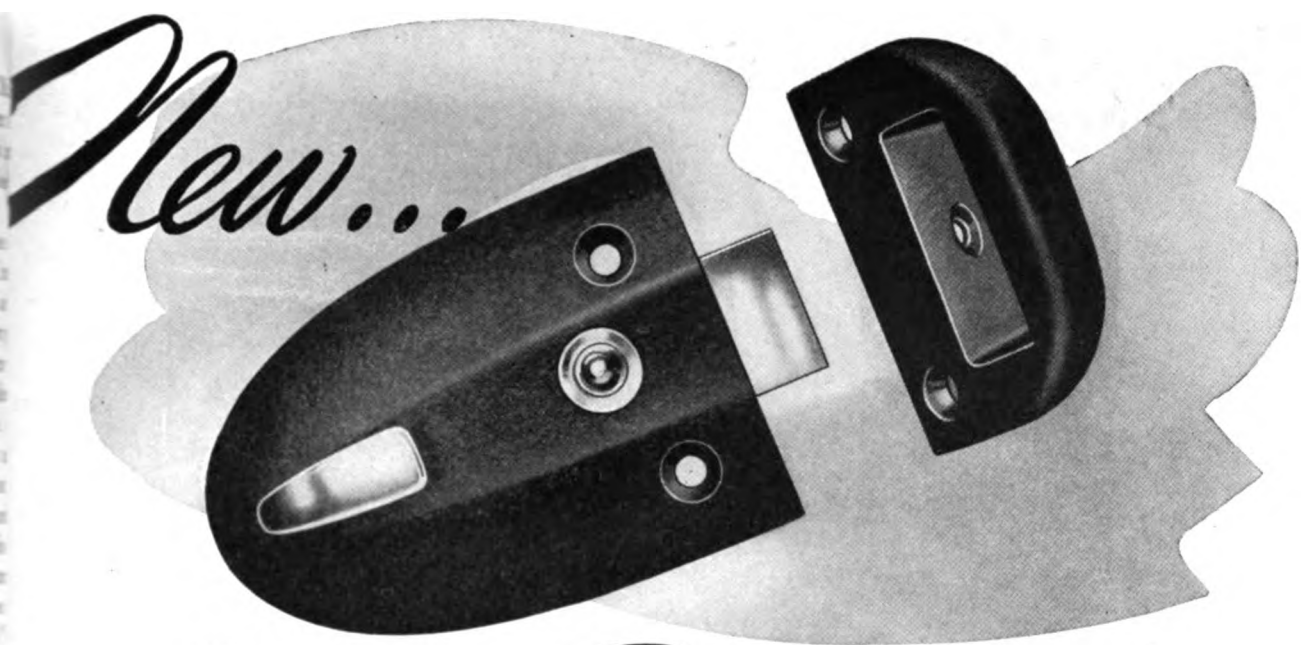
We at Masback make no attempt at crystal ball gazing. We do predict, however—without any ifs, ands, or buts—that attractive packaging of your products will result in increased sales for you in the months and years ahead.

Distinctive packaging not only simplifies the retailer's stocking problems but also assures instantaneous product identification. From a sales angle, a package with consumer eye-appeal is an advertisement for your product. It invites inspection. It stimulates desire. It is retained in the memory.

Why not let your packages speak for you in 1948?

And one final thought: To achieve efficient, low-cost distribution it behooves all manufacturers to pack their products in units that represent the average order of the average retailer. This problem commands your attention because breaking the original package and re-packing merchandise to fill a retailer's order is costly, wasteful, and inefficient.

—A letter to manufacturers from
H. E. Masback, president, Masback, Inc.,
New York City, hardware wholesalers.



Ilco 265 Streamlatch

with HOLD-O-MATIC* FEATURE

IT HOLDS BACK
THE LATCH!



IT'S HOLD-O-MATIC!

Ilco 265 STREAMLATCH with HOLD-O-MATIC feature has extra-rugged iron case with rich, pebble-toned finish • solid brass, precisioned pin-tumbler cylinder, machined from solid bar, with two nickel-silver keys • universal strike that needs a minimum of mortising • hold-back button • solid brass knob • iron bolt • completely reversible.

Here's a night latch with New features—a New LOOK—and SALES APPEAL! HOLD-O-MATIC automatically holds back the latch *until the key is released*. A turn of the key, *either right or left*, opens the latch and *keeps it open*—letting you in *singlehanded!* It doesn't take two hands to open a door that's streamlatched with Ilco HOLD-O-MATIC! Click! *and the latch stays back*—while the door is opened *with the same hand!*

Place a mounted, working model on your counter just as fast as you can get one from your distributor and watch your customers reach for it! They'll like its sleek, STREAM-LATCH looks—its rich, baked-on, neutral tones that fit into any color scheme—its smart, unbroken lines that blend with any interior. They'll want one—or more—for replacement or new installations. That's why we urge backing up that mounted model with a good stock—today!

STREAMLATCH, with HOLD-O-MATIC feature, is priced right for volume business—and backed by Ilco's reputation.

* Holds open automatically

21



Security Hardware

INDEPENDENT LOCK COMPANY • FITCHBURG, MASSACHUSETTS

FEBRUARY 26, 1948

103



Compact as each branch store is, the displays show a variety of goods without cluttering the view. A sign locates each of the three stores.

A Five-Point Plan Turned

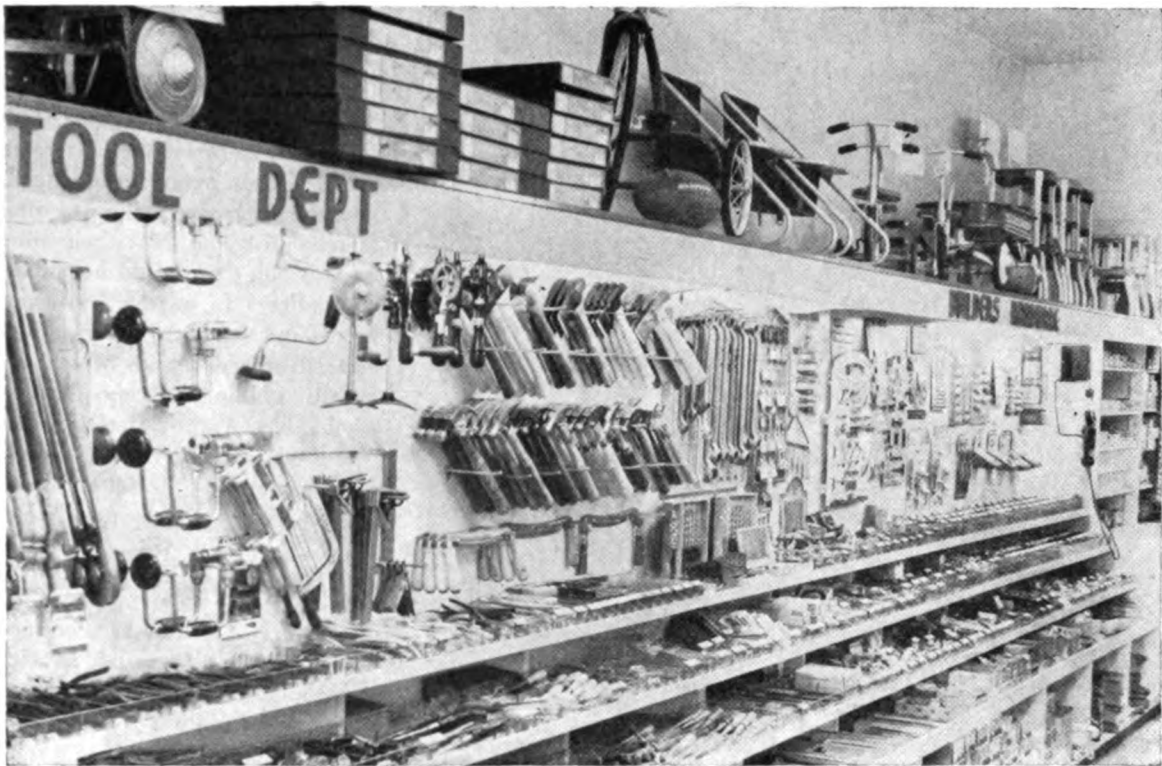
Three-store coverage, centralized buying and warehousing, open displays and rental equipment combine to earn \$200,000 net annually for the Seattle Paint & Hardware Co.

A THREE-STORE operation which had its beginning in a depression-born hardware store with just \$500 worth of opening stock, now brings returns of more than \$200,000 in net sales yearly to Robert Ziebarth, owner of the Seattle Paint & Hardware Co. of Seattle, Wash.

The latter figure, in comparison with the firm's first year's total of \$10,000 in 1935, represents a gain of 2,000 per cent over the inter-



If "seeing is believing," everybody knows where the Seattle Paint & Hardware Co. is, for the sign advertising fairly clamors for the prospective shoppers' attention.



This wall section for tools and builders' hardware utilizes the least amount of space that is needed for showing a maximum number of items.

\$500 Into \$200,000 Yearly

vening 12-year period. A substantial share of this gain can be attributed to the success of the firm's newest retail outlet which opened in March of 1947 in the Mercer St. business district. This store, which opened with an investment of \$30,000 in inventory and fixtures, has since been designated the No. 1 branch as well as warehousing headquarters for the three-store hardware business.

Factors of Success

The consistently successful results which have attended each of his two periods of expansion (the second store was purchased in 1940) are attributed by Mr. Zie-

barth to a combination of several merchandising factors:

1. Establishment of small, but well stocked stores. Together, the selling floor area of the three stores totals but 4,200 square feet. Thus, labor expenses and other overhead are kept at a minimum in each store.
2. The wider trading area which the establishment of three small stores, as opposed to one large one, gives the Seattle Paint & Hardware Co.
3. Economies of centralized buying and warehousing of stock.
4. Open displays for self-service shopping.
5. Maintenance of a complete line of rental equipment.

Despite the advantage of being able to tap a wider trading area, establishment of a multiple store operation poses a number of equally obvious objections. Chief among these is the problem of maintaining a varied and well balanced stock of merchandise in each unit equivalent to that which shoppers customarily find in larger stores with double or triple the display and warehousing area.

Centralized Buying

The main requirement in overcoming this obstacle, Mr. Ziebarth has found, is centralized quantity buying combined with decentralized buying of small orders of re-



Hardy Chadderdon, manager of the company at the left, shows some rental equipment to a customer. Although the rental display area is small, it occupies a conspicuous space and accounts for a \$25,000 annual gross.

placement stock, with responsibility for the latter delegated to the branch store manager. Specifically, here's the way it works at the Seattle Paint & Hardware Co.

Both the main office and warehouse are located at the new Mercer St. store. Hardy Chadderdon, the general manager of all three stores, is charged with responsibility for all quantity buying from wholesalers and factory representatives. This includes all items which move fast enough to make it worth while to buy in the quantities sufficient to obtain the quantity discount, and accounts for approximately 75 per cent of the firm's total buying.

Routing Merchandise

Merchandise thus ordered is received at the main warehouse in back of Store No. 1, where it is unpacked and stored on the warehouse shelves. There replacement of stock is simply a matter of moving it from the warehouse to the display area. Managers of the other two branches order their replacement from the main store, which delivers to them regularly once a week, or oftener if needed.

Ordering of the other 25 per cent—merchandise which is not bought on a quantity basis—is left to each of the branch managers, who order from wholesalers' salesmen as the need arises. Those orders are delivered directly to the branch store for display and sale. In this way, the advantages of quantity buying are attained and facilities of the warehouse are not overtaxed. In addition, the general manager is not overburdened with

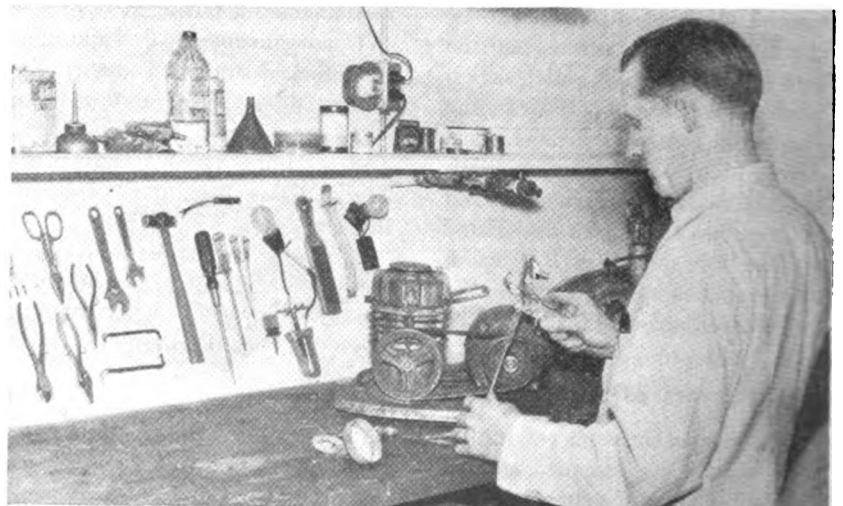
a lot of unnecessary detail work which would consist primarily of routine approval of his branch managers' decisions.

Economies of quantity buying, Mr. Ziebarth has found since opening his new branch store, are considerable. In many cases, smaller manufacturers are willing to offer merchandise on a wholesaling basis which they would not otherwise offer. In general, however, he's found it pays to favor nationally advertised brands which are usually obtainable only through wholesalers. Approximately 75 per cent of his quantity buying is done from wholesalers, the balance from manufacturers' representatives.

Self-Service

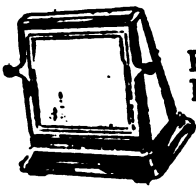
Self-service is fully as necessary with a multiple operation as with a single large store, if not more so. With concentration of a wide variety of merchandise into a relatively small space, display area is doubly precious, and open wall shelving combined with island displays make the most of this. Flexibility of display arrangements comes from the fact that the wall shelving was made in 8-foot long sections which may be removed and shifted to other parts of the store. Only eight wood screws in each section need be removed. Fixtures in the new store were designed by Mr. Chadderdon, a former carpenter by trade, and are

(Continued on page 142)




No rental customer is lost because of dissatisfaction with improperly functioning equipment. Ray Porter, "fix it" man, sees to that in the shop.

Now Available!




Electric Toaster 3.95 and up

Electric Corn Popper 5.95



Automatic Electric Waffle Iron 14.95

Electric Heating Pad 4.90 and up



Electric Kitchen Clock 5.50 and up plus tax

Cake Decorator 79c

Zweck-Wollenburg Co.
 "Everything in Hardware"
 Telephone 29
 121-123 Front St., Beaver Dam.

NOW AVAILABLE!



FIRE PLACE

- SCREENS
- BASKETS
- TOOLS
- AND IRONS

Zweck-Wollenburg COMPANY
 "Everything in Hardware"
 121-123 Front St. Tel. 29
 Beaver Dam, Wis.

Some samples of the "Now Available" ads which were featured during last year.

Now Available!



Copper Wash Boiler \$8.95

5 gal. Fuel Oil can \$1.39

WILLOW CLOTHES BASKET \$3.25

10 gal. Garbage can \$2.25



Laundry Stove
 2 Hole \$13.95
 4 Hole \$16.50

No. 2 galv. Wash Tub \$1.65

Zweck-Wollenburg Co.
 "Everything in Hardware"
 Telephone 29

Advertising Program Tied in With Current Conditions

IN order to get added reader interest and make more sales, the Zweck-Wollenburg Co., of Beaver Dam, Wis., ties its advertising to current merchandising conditions. Six times a week the store's ads tell people in that city of 10,000 and newspaper readers in the surrounding area which of

Zweck-Wollenburg Co. plays up an "Available Now" theme six times a week, using one-column ads of varying height. Campaign arouses reader interest

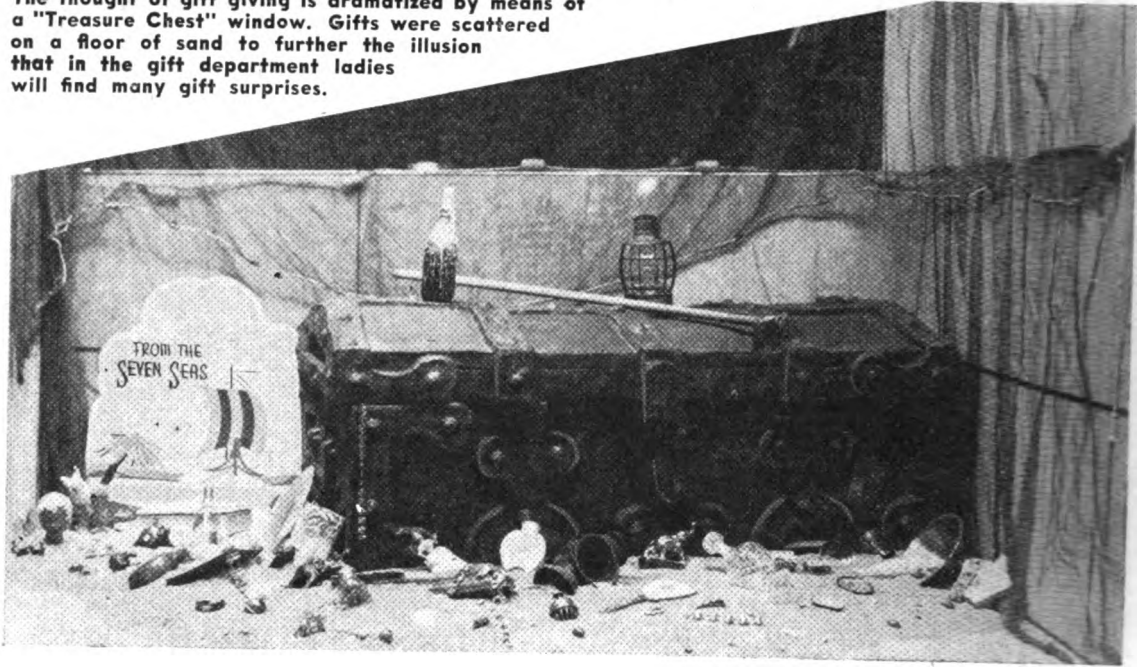
the not too plentiful hardware lines are "Now Available."

Advertising six times a week has been the store's policy for many years. Prior to adopting the present style of advertising the store

had used classified ads, inserting from five to 10 of them each advertising day. At the present time, the Zweck-Wollenburg Co. finds that sizable, consistent display ad-

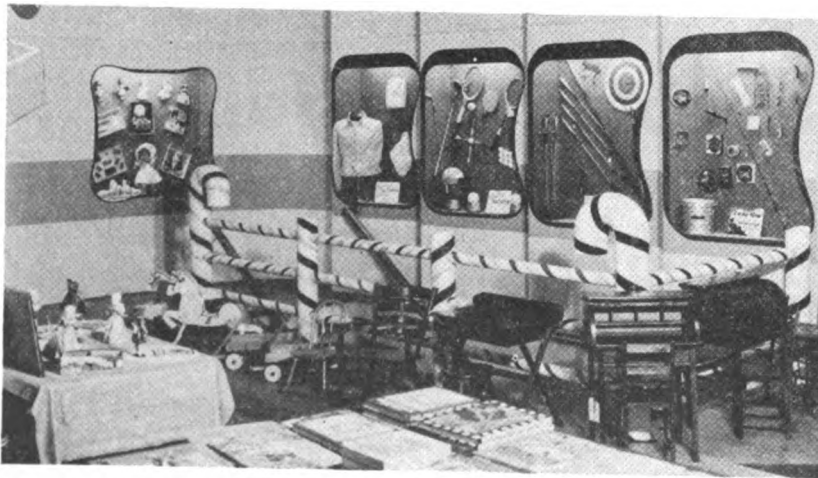
(Continued on page 144)

The thought of gift giving is dramatized by means of a "Treasure Chest" window. Gifts were scattered on a floor of sand to further the illusion that in the gift department ladies will find many gift surprises.



Where the Accent Is on

Neenah, Wis., firm puts imagination to work



Displays in the interior are as unique as the windows. This one serves a double purpose. It makes useful and attractive an area that is often lost space by disguising the basement stairway with candy cane decorations and using the wall as miniature stages for merchandise display.

IT'S one thing to put merchandise in a window or on a counter and call it a display. It's quite another thing to dramatize that display so that a desire for possession is created in the minds of customers. Illusion spells the difference and it is that quality that the William Krueger Co., hardware firm of Neenah, Wis., infuses in its displays to make them unique and eye-compelling.

Necessity played its part in turning a stairway into an attraction. Wartime shortages made it impossible to install a proper metal stairway railing. A wood railing was

Better to capture and hold the interest of children and parents, this window depicts a scene that is familiar to all. "Winken, Blinken and Nod" and the arrangement of toys are an invitation hard to resist.



Display—at Krueger's

in creating displays that sell like magic

used but it was dressed up to look like colorful candy canes. This was an appropriate motif for the stairway leads to the toy department and the interesting display treatment so intrigued children that the additional toy traffic paid off in sales.

Capitalizing on the interest created by the display, James Webb, manager and owner, placed five shadowbox displays on the wall opposite the stair rail. Indirectly lighted, colorfully-trimmed in black to highlight their backgrounds, these boxes provide almost a stage setting for the merchandise they contain. Easily



A gift display counter built around the up-front stair well is another interesting device used to eliminate lost space. Because the fixture is low, it does not impede any general view of the entire store neither does it completely hide the stairway from the sight of the customers.



Even the staircase to the basement is used to advantage by showing items that the customer will see when he arrives at his destination.

changed, the shadow boxes serve to spotlight the store's various departments in turn.

While up-front stairways are valuable because they direct store traffic to basement sales floors, they also represent a certain amount of lost selling display

space. To eliminate that loss, a special display section has been streamlined around the stairway for featuring gifts. The strategy of placing gifts there has resulted in a high rate of turnover in those lines. Because the display fixture is low and its color scheme unob-

trusive pastels, it in no way obstructs the store-wide view or the stairway.

Toys With Imagination

A recent distinctive window featured toys; not just toys themselves but displayed against a background of unusual appeal to children and their parents. High on the left was a large moon beaming down on three familiar children's story book characters, sailing along in a paper shoe. The legend read "Come to the Land of Make Believe with 'Wynken, Blynken and Nod'." Toyland with this store is a year-'round promotion.

"The Treasure Chest"

Also unique in window displays was the "Treasure Chest" window of gifts. Center of the display was a replica of a large treasure chest and to heighten the presentation, the display floor was covered with sand in which gifts were placed. Because the display was unusual it helped customers realize that the gifts too were unusual.

A "Lobby" for Garden Supply Sales

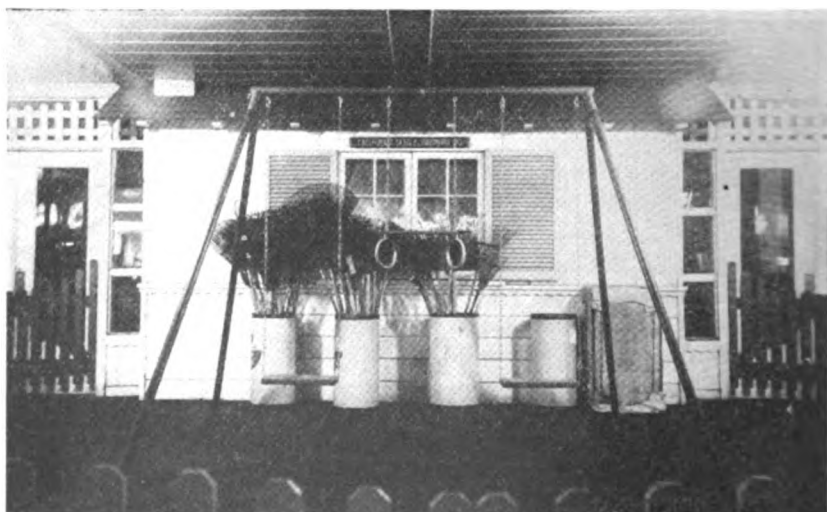
A LOBBY that is "different" gives effective publicity to the California Hardware & Seed Co., Stockton, Cal. Most hardware stores carry a line of garden supplies but this company specializes in them, one large window and half the store being devoted to their display and sale.

There are two double-door entrances to the store, and between them is the exterior of a white house with a double-window, window box, and green blinds. The big lobby is rectangular in shape, with long windows at either side, one being devoted to seasonal garden supplies, the other to hardware lines. A low white fence, with open gates at each end extends entirely across the front of the lobby, giving it the appearance of a well-kept back yard. Here seasonal lines are displayed as they would be in any home.

In the early summer there are blossoming plants in the window box, and a steel back yard gym. Ash and garbage cans hold a collection of bamboo leaf rakes. The seed window hold racks of flower seed, various garden implements, sprayers and in-

secticides, wire netting, and a big planting chart. The hardware window, frequently changed, features items for Mother's Day in May, and Father's Day in June. In the store the same layout as in the window prevails—seeds, plants, fertilizers, and garden implements on one side; regular hardware stock on the other.

Stockton is essentially an agricultural community, and the rural trade, in particular delights in trading at this one-stop store, where the farmer and rancher coming in for seeds and fertilizers, can at the same time purchase all those farm essentials—nails, tools, and various types of hardware.



This unusual display catches the eye and also sells garden goods.



A feature of the "Gadget Shop" is a panel with individual items mounted on prints explaining their uses. It encourages the customers to browse.

Gets Four Annual Turnovers From Stock of 75 Gadgets

GADGETS go over big at the Coast Hardware Co., Long Branch, N. J., since the firm installed its new "Gadget Shop," on the center aisle leading to the office. The interesting thing about the shop, which was inaugurated in the spring of 1947, is that most sales are on an impulse basis. As Arthur Harmon, president of the company, puts it, "Very few people come into the store with the intention of buying these items. We consider a gadget something not picked up commonly. It is something people do not visit the

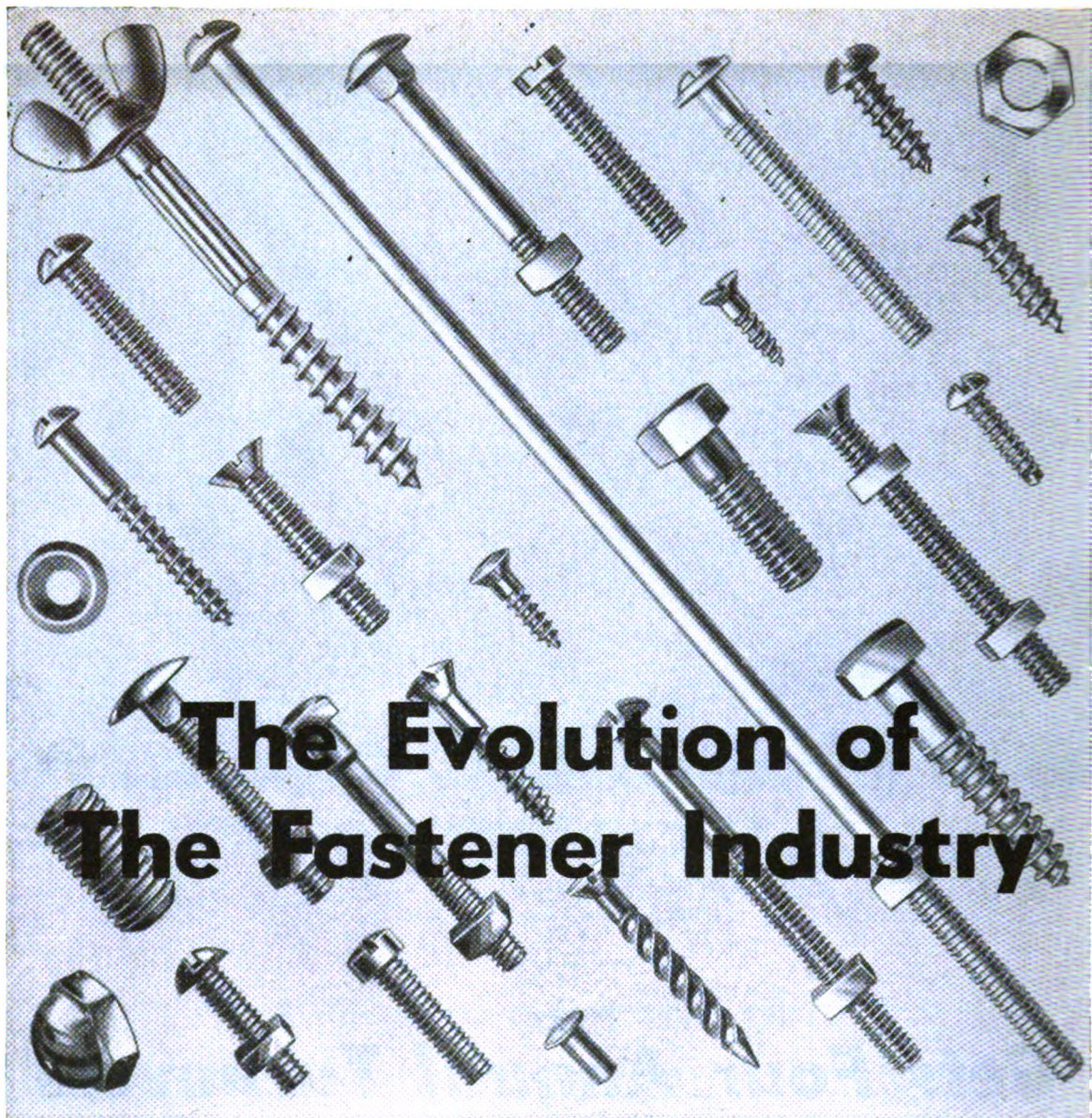
Coast Hardware Co. features items from 10 cents to \$4, limits its stock to fast moving articles and finds "Gadget Shop" is builder of impulse sales.

store to buy and is purely impulse merchandise as far as this store is concerned.

"Customers frequently look at the gadget display and suggest other items they would purchase if we had them, promising to return to buy them if we will stock them. Our original investment of merchandise for this department was from \$350 to \$400 and in eight months we have enjoyed four com-

plete turnovers. We keep a perpetual inventory on each of the 75 items in the department, their prices ranging from 10 cents to \$4 each."

An effective sales tool, for the department, is the fact that as new items are received their purpose and use is explained to all members of the sales staff. In this manner every new item is understood by all people in the store.



The Evolution of The Fastener Industry

The development of bolts and nuts, thread rolling, automatic thread grinding and centerless grinding

By DAVID D. DAVIS

*Vice-President and
Sales Manager,
Continental Screw Co.,
New Bedford, Mass.*

□ □ □

WHILE bolts and nuts are a part of the fastener industry, and their early history parallels the wood screw history to a great extent, their progress in America may be of interest.

Before 1840, bolt making was more or less a side line with every cross-road blacksmith shop. If a farmer, for instance, wanted bolts and nuts to make repairs, he had the local smithy make them to the size required. The task was not difficult,

but the results were crude compared to the accurate product of today. Although practically every branch of industry used bolts and nuts for innumerable purposes, it had not occurred to any one that they could be

made profitably in large quantities, and as an article of commerce. Up to that time, each manufacturer equipped his plant with the necessary tools to make bolts and nuts as they were needed, and some, no doubt, made a small surplus of certain sizes, to be kept on hand for future use. This was the extent of bolt and nut manufacturing until near the middle of the 19th century, when the first bolt factory in the United States was established.

In Four Parts — Part 2

Author's acknowledgment for source material, historical facts and other data submitted for this article, previously published in condensed form in *Wireco Life Magazine* of the American Steel & Wire Co., is made to Herbert Manchester, Roger W. Boltz, Holbrook L. Horton, H. O. McCully, E. G. Wertheimer, James D. Eggers, George P. Byrne, P. C. Smith, Herman H. Lind and *Fasteners*, publication of the American Institute of Bolt, Nut and Rivet Manufacturers.

□ □ □

In 1840, Rugg & Barnes constructed a one-story frame building devoted to the express purpose of manufacturing bolts, at Marion, Conn. This original bolt factory could be hidden in any one of the immense modern plants, and its equipment would be considered very primitive machinery by today's standards. Considering the fact that the first patent on bolt-making machinery in America was not taken out until 1842, this is quite understandable.

From the basic, well-known machine and carriage bolts, the industry today can furnish hundreds of styles to fit various needs. Taking

into consideration the many types or styles of bolts, with the various diameters and lengths for the many styles and types, plus the nuts to fit them, it has been estimated that there are somewhat over 400,000 different items manufactured which it is possible to order by size and name.

Here, in the United States it was just a little over a century ago that the machine age really began. Machinists of New England were developing methods of making machines and parts of machines in quantity. In order to make this possible it was especially necessary that the screws, bolts, nuts and rivets for fastening

together the many parts of the new machinery be interchangeable. The small plants which produced these fastening devices met the demand, and thus became a service industry to all other industries. Their growth kept pace with the development and growth of the railroad, farm machinery, shipbuilding, automobile, household appliance, and aircraft industries.

Originally, fasteners were made of wrought iron, most of which was imported from Europe. Today, screws, bolts and nuts are generally made of steel produced by American steel companies. Other important changes in the manufacturing of fasteners came with improved methods of cold heading, thread-rolling, automatic thread grinding, and more recently, centerless grinding.

Cold Heading

Although the process of cold heading is an old method of forming the head on bolt and screw blanks, it has been developed and refined during recent years through improvements and quality of materials, as well as advanced machine and die design. The first automatic cold header was

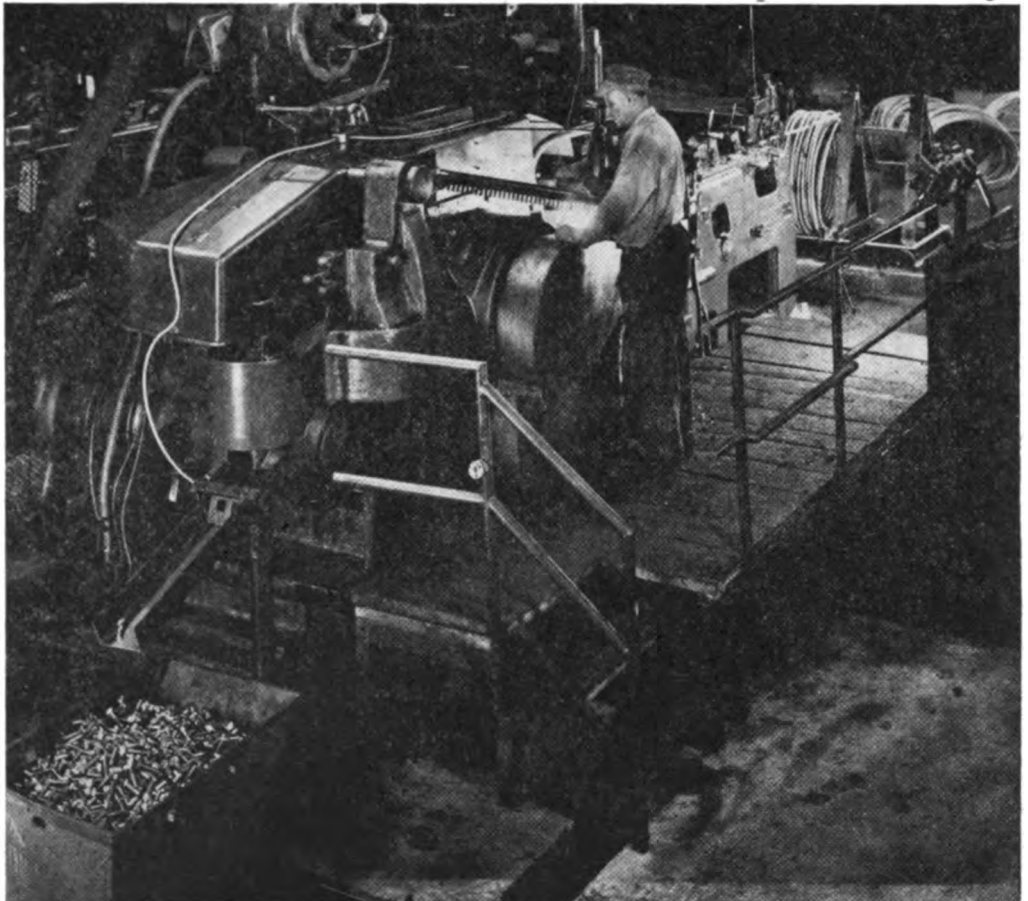
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This modern cold heading machine emphasizes the advance made in automatic fastener machinery.

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(Courtesy of Oliver Iron & Steel Corp.)

invented in 1847, and although many other types of machine parts are now produced on these machines they are still frequently called bolt headers.

Two Types of Machines

There are two types of cold heading machines, open-die and solid-die headers. In open-die machines, the wire is fed through two half dies which, when closed, hold the wire firmly, cut it off to length and then transfer it to heading position where punches force the wire to conform to the shape of the die impression. Open-die machines are used for parts with wide limits and those too long for solid dies.

In the solid-die header, the wire is fed through a quill in the die block, and is cut off to the required length. This cut-off piece is transferred in front of the solid-die and the first punch or blow pushes it into the die until it strikes a knockout pin which acts as a stop. The protruding portion is then upset into the impression in the face of the die by the second blow, thus forming the head completely. The blank is then ejected by the knockout pin. With the solid-die, exacting tolerances are accomplished, as well as extruding operations.

The advantages of cold heading are numerous. Being a fast, time-saving operation it lends itself to mass production. It eliminates burrs and extra operations, provides a cold-worked finish, smooth, rounded corners, and economy of production. A particular advantage is the factor of greater strength. This results from the change in grain structure produced by the cold working. The smooth, compressed, toughened surfaces produced by drawing raw metal into wire are retained throughout the cold heading operation.

To understand the advantages of cold heading over the other methods of machining, you must realize that a machined part is made from bar stock, the size of which must equal the *largest* portion of the blank. To shape this bar down to the required form and dimensions, material must be cut away by turning, milling or other machining operations. The material thus removed represents considerable scrap loss.

In contrast, a cold headed part is made from wire, the diameter of which is usually the same as that of the shank on the part, and is headed up to conform to the largest portion. In other words, the finished portions may be either larger or smaller than the original wire. One portion of

the blank wire may be extruded down while another portion may be headed up. No material is wasted by scrap loss. This is a particularly economical method of making special parts and fasteners when the quantity is of sufficient volume to offset the cost of header dies and punches, which is usually over 25,000 pieces.

Thread Rolling

The forming of screw threads by rolling the blank between two flat dies is not new. This method has been practiced for over a century, and patents on thread-rolling machines were issued as far back as 1860. While there was a great deal of development in the next 30 years, little improvement was made in the following generation as it was not favorably considered as a possible method for precise screw thread forming.

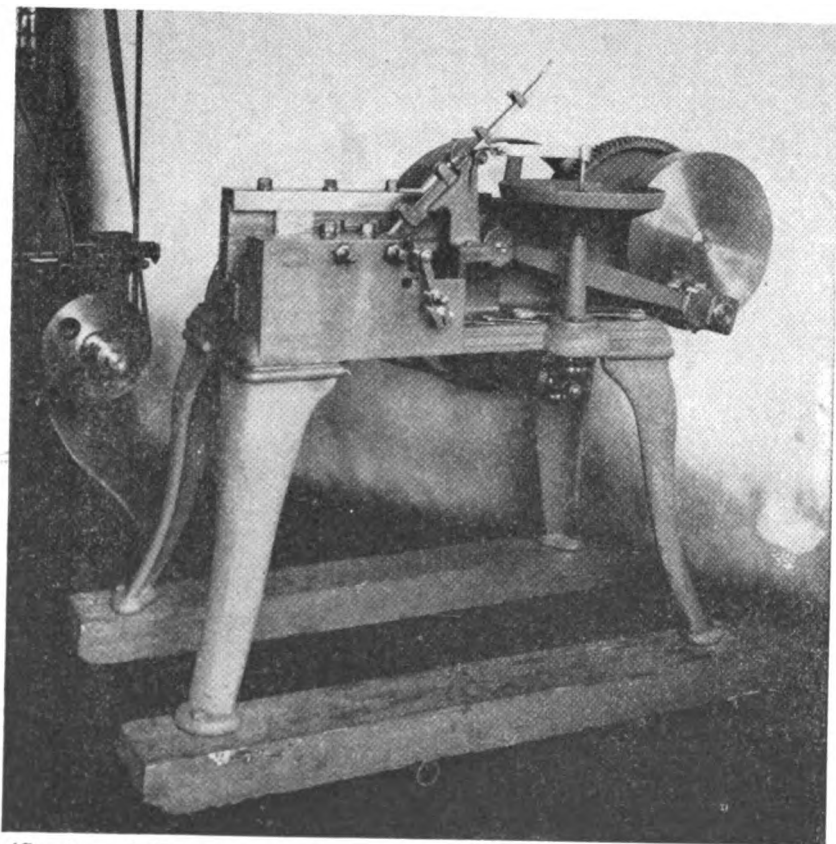
The dies for thread rolling in the early days were made by hand, usually in the tool rooms of the users of screws and bolts. It was difficult to make dies accurately by this method. Consequently the work they produced was correspondingly inaccurate and rough, suitable only for ordinary use. Gradually, precision dies became available, and by the late 1920's thread rolling was being adopted for high quality work.

Through years of intensive study, research and experimentation, dies were perfected which today produce precision fasteners and threaded parts that meet the exacting specifications of the aircraft industry. These improvements of the flat-die thread-rolling process and the development of cylindrical-die thread-rolling methods have given to the fastener industry another means of economical mass production.

Process Widely Used

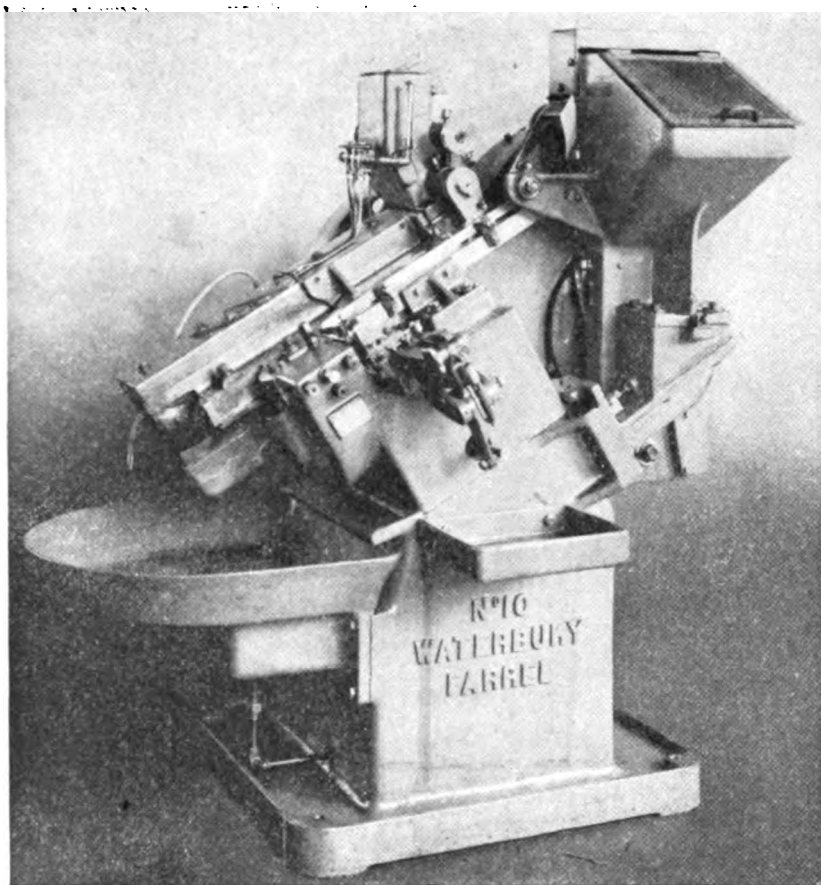
Today this process is widely used in the two methods, both of which result in the advantages of increased tensile strength, superior surface finish and high production of precision machine screws, bolts, studs and hardened tapping screws for metal-to-metal fastenings.

In the older and more commonly used method previously described, the blank to be threaded is rolled between two flat, hardened dies, one of which is stationary, and the other movable. The face of each of these dies has a series of ridges and grooves which are impressed into the screw blank as it is rolled between them to form the threads.



(Courtesy of Waterbury-Farrell Foundry & Machine Co.)

Old thread roller



(Courtesy of Waterbury-Farrell Foundry & Machine Co.)

New automatic thread roller.

In the other, more recently perfected method, the blank is inserted between two or three cylindrical dies which also have ridges and grooves, or profile of the threads to be rolled, on their faces. With this method of

rolling, a screw of endless length can be produced.

When extremely accurate threads are needed, they are ground on automatic thread grinders which generally use a single-point, diamond

dressed wheel. The accuracy of the work piece results from grinding the threads after the part has been hardened, thus eliminating all distortions which might occur from heat treating. The accuracy of the process results from the ability of this marvelous machine to true its own grinding wheel, and then automatically compensate for the amount removed from the wheel, thus keeping constant the diameter of the pieces being ground.

Centerless Grinding

When first introduced, centerless grinding of cylindrical surfaces caused the mechanical world to marvel at this new advance. In the past twenty years this process became of great importance in industry for certain types of work. The most recent step in its further development has been the grinding of special fasteners and parts that lend themselves to centerless grinding on a commercial basis of speed and accuracy.

In this process, the piece of work is not centered or chucked. Instead, it lies on a work rest between the thread grinding wheel and the feed regulating wheel, where the required threads are ground from the solid. Saving in time and operations, plus high speeds with accuracy are the advantages provided by this process.

Part II of a four-part article on *The Evolution of The Fastener Industry*. Part I—the early history of fasteners appeared in the Feb. 12th issue of *HARDWARE AGE*. Part III will be published in the March 11th issue.

A Bargain or a Cut Price?— This Ad Tells Which Is Which

THE Wolf Hardware Co., Morbridge, S. D., received about a million dollars worth of goodwill with a recent advertisement which—in blunt, every-day language—explained the present high price situation.

The advertisement shows that many “doojiggers” have been reduced in price from the war-time level. “But,” the ad asks the reader, “if we find we can get along without the doojigger, is it a bargain if the price is cut?”

And in closing, the advertisement says: “What items we got stuck on, we are perfectly willing to admit and take our licking. In this ad we are just calling your attention to the difference between a cut price and a bargain these days.”

WHAT... ARE CUT PRICES?

When somebody advertises merchandise for less money than the former price, that is a **CUT PRICE**. When somebody advertises merchandise for less money than it is really worth, that is a **BARGAIN**. A **CUT PRICE** and a **BARGAIN** are not always the same thing.

For instance. Take any item you want. Call it a “doojigger.” This “doojigger” was of good quality and value at, say, \$11.50 each. Then came the war. For several years it was unobtainable. Substitute materials became available, and the prices started up. So a while ago we saw this “doojigger” advertised at \$17.94. A few people who just had to have “doojiggers” bought one at that price. The rest of us found we could get along without it very nicely, thank you. So, when they couldn’t sell many, what then? Cut the price. So nowadays we see all kinds of advertising for all kinds of “doojiggers.” Regular \$17.94 cut to only \$14.98. This is a **CUT PRICE** all right, but is it a **BARGAIN**? Remember that good quality “doojigger” used to sell at \$11.50. Chances are that equally good or better ones, from the same or other reliable factories, are becoming available at \$13.25.

You don’t hear this store holler much about saving now. Bargain, bargain, bargain, etc. We never want to for substitutes very much. What few items we got stuck on, we are perfectly willing to admit and take our licking. In this ad we are just calling your attention to the difference between a **CUT PRICE** and a **BARGAIN** these days. Think it over for yourselves.

Wolf Hardware

121 Main Street

Phone 6044

Morbridge

This ad told the story. It was four columns wide and 6 in. high.



The open background makes it possible for passers-by to see the store's interior.

New Store Front Increases Business 30 Per Cent

MODERNIZATION programs for the hardware store need not necessarily be complete from front to back at one time. Sometimes a step-by-step program works out better from the standpoint of cost, better handling of increased store traffic and as an index to future remodeling.

In the case of Kitz & Pfeil, Oshkosh, Wis., a new front was decided upon about two years ago as the initial step in a modernization program. The store is very narrow and is located on a street with a very high rate of sidewalk traffic.

The new front was installed more than a year ago at a cost of about \$3,000, says Joseph Kitz, and was designed chiefly to give the store an "eye-stopper." It has done just that.

New Front Did It

Business has increased about 30 per cent since it was installed, and

Mr. Kitz and his partner, Charles E. Pfeil, attribute most of this increase to a greater stream of store traffic, resulting from the new front.

"We are convinced that modernization pays," says Mr. Kitz, "because of what this new front has done, and we are now going to modernize the rest of our store

(Continued on page 134)

It cost Kitz & Pfeil \$3000 to install a modern front for its store but it has paid for itself many times by attracting many more customers

Contest Attracted Fishermen To Lyndale Store



*Minnesota firm publicized event and succeeded
in stimulating traffic throughout the season.
Minnow service also draws anglers to the store*

attendance at this tank so that fishermen get quick service.

Naturally a minnow service of this type helped increase traffic at the store, with many of the sportsmen also buying fishing supplies.

One of the handbills used to publicize the contest is shown on this page. Awards were given for the largest northern pike or pickerel, walleyed pike, bass, crappie and sunfish. Fish had to be caught on hook and line and entered on

forms provided by the store, following checking as to weight and length at time of entry. Entrants were not required to make purchases in order to participate in any of the contests. Although awards normally were made on the basis of weight, length determined the winner in the event of a tie. If length and weight of two or more entries in any contest were identical then provision was made for duplicate awards.

THE Lyndale Hardware, of Lyndale, Minn., conducted fishing contests last summer in the course of which it distributed more than \$500 in awards. The contests attracted numerous fishermen in that region.

Dates of the fishing contests were split into periods. The first contest, from May 15 to 31, was for walleyes alone. Other dates were from June 1 to 30, July 1 to 31, August 1 to 30, and September 1 to 30.

Advertised in Newspapers

The contests were advertised in local newspapers, by means of handbills and posters and signs in the firm's large new store. This publicity really attracted the fishermen.

In order to serve its fishermen customers better, the firm has installed a large outdoor concrete fresh water minnow tank at the rear of the store. Fishermen get minnow service there seven days a week. They can drive right around the store building to the minnow tank and get their fish. A couple of boys are in constant

Lyndale Hardware used handbills of this type to tell the story of its fishing contests a year ago. Newspaper ads and window displays also were used for that purpose.

\$500.00

**YES, \$500.00 IN PRIZES GIVEN
AWAY ABSOLUTELY FREE
IN OUR BIG FISH CONTEST**



Contest Dates

- * MAY 15 to MAY 31
- * JUNE 1 to JUNE 30
- * JULY 1 to JULY 31
- * AUG. 1 to AUG. 30
- * SEPT. 1 to SEPT. 30

PRIZES TO BE AWARDED

- 1 Table Model Radio
- 10 South Bend Reels
- 5 Coleman Camp Stoves
- 10 True Temper Rods
- 10 Tackle Boxes
- 3 Electric Razors
- 5 Minnow Pails

... Plus a Grand Prize to Be Announced Later, as Well as Numerous Additional Prizes, to Total in Value at Least \$500.00.

NOTICE

WE SELL LIVE MINNOWS
(Graded and Tempered)

**Contest No. 1 May 15-31
Walleyes Only**

Here are the prizes to be given away absolutely free by the Lyndale Hardware. Remember, additional contests to follow, with prizes for every species.

- 1st Prize—Table Model Radio
- 2nd Prize—Schick Electric Razor
- 3rd Prize—My Buddy Tackle Box
- 4th Prize—True Temper Rod
- 5th Prize—Lion Gaff Hook
- 6th Prize—Hunting Knife
- 7th Prize—Minnow Pail
- 8th Prize—Little Brown Jug

NOTE: THIS PRIZE LIST WILL BE ADDED TO OUR OTHER FISHING CONTESTS DISPLAY DAILY.

Read Rules Carefully

1. This is a contest that is a contest. With the exception of the live minnow, from May 15 to May 31, June 1 to June 30, July 1 to July 31, August 1 to August 30, and September 1 to September 30, the Lyndale Hardware will be open for business as usual.
2. The prize is a contest that is a contest. With the exception of the live minnow, from May 15 to May 31, June 1 to June 30, July 1 to July 31, August 1 to August 30, and September 1 to September 30, the Lyndale Hardware will be open for business as usual.
3. Prizes will be given away absolutely free by the Lyndale Hardware. Remember, additional contests to follow, with prizes for every species.
4. Fish must be caught on hook and line and must be brought to the store for weighing and measuring.
5. Fish must be weighed and measured at the store. The prize is a contest that is a contest. With the exception of the live minnow, from May 15 to May 31, June 1 to June 30, July 1 to July 31, August 1 to August 30, and September 1 to September 30, the Lyndale Hardware will be open for business as usual.
6. Prizes will be given away absolutely free by the Lyndale Hardware. Remember, additional contests to follow, with prizes for every species.
7. Prizes will be given away absolutely free by the Lyndale Hardware. Remember, additional contests to follow, with prizes for every species.
8. Prizes will be given away absolutely free by the Lyndale Hardware. Remember, additional contests to follow, with prizes for every species.
9. Prizes will be given away absolutely free by the Lyndale Hardware. Remember, additional contests to follow, with prizes for every species.
10. Prizes will be given away absolutely free by the Lyndale Hardware. Remember, additional contests to follow, with prizes for every species.
11. Prizes will be given away absolutely free by the Lyndale Hardware. Remember, additional contests to follow, with prizes for every species.



6616 SOUTH LYNDALE PL 2411 HOURS: 8 A.M. UNTIL 6 P.M. SAT. UNTIL 7 P.M.

The Ad-Viser

SWANK'S

WE SPOTLIGHT

A Fishing Thrill for Boys and Girls!



Complete Fishing Kits... Rod... Reel Hooks... Line... Float... Sinker and Lures. All in carrying case.



All metal reel; one piece casting rod of oil tempered spring steel; hooks; 25 yards of sturdy line; sinkers; spoon bait and float.

1.95

The Scout

All metal, single action reel; two piece, oil tempered, tapered spring steel rod; snelled hooks; 50 yards of sturdy line; plug bait, spoon bait, sinkers and float.

2.95

The Ranger

High quality level winding casting reel, two piece oil tempered cadmium plated steel rod with offset handle; snelled hooks, 50 yards of sturdy line; sinkers; spoon bait, plug bait and float.

5.95

SPORTS SECTION — MAIN FLOOR.

SWANK'S

MAIN AT BEDFORD STREET

By IRVING SETTEL

Advertising Manager,
Concord's, Inc.

Instructor of Advertising
Pace Institute, New York City

AS far as the retailer is concerned, there is but one justification for advertising: immediate and profitable sales! This means that your advertisement must get readership, must convince the readers, must get them to act upon your suggestions. Obviously, then, the first and most important problem confronting the advertiser is to get attention.

Competition Terrific

Competition within a newspaper is terrific. The average person buys a paper to read the news, to enjoy the comics, the features and columns. The advertisements within the pages are incidental and often undesirable. It is necessary, therefore, to entice the readers from what *they* want to read to what *we* want them to read. Assuming that this can be accomplished, we find another group of competitive factors, other advertisements. Every advertiser is fighting for attention. All are trying to sell. All are demanding the reader's attention.

What makes the reader leave the news items, take his eyes from the comic pages, give up his favorite columnist? *The headline in the advertisement!* What element gets the reader to stop as he rushes through his paper? *The headline!*

This effective heading appeals to the "self interest" of the reader and arouses desire of possession.

The headline is the eye-catcher of the advertisement and the success of the oil depends, in large measure, upon it. This article tells you how to write good ones

Part 15

What, within the ad, offers enough interest to get the potential customer to read your copy? *The headline!*

There is no doubt about it, the headline is the most vital part of your advertisement. Not many retailers appreciate its value. Thousands of dollars are spent on advertising, on sparkling copy and fine illustrations. But often the headline is neglected. Yet, if the headline does not attract, the copy will not be read. While the illustration does carry a good portion of the attention-getting load, it cannot do its work without an effective "head."

Many Kinds of Headlines

There are many different kinds of headlines. There are curiosity headlines, news headlines, selective headlines, etc. Tests have proved, however, that the one theme within the headline which gets the most attention is *self interest*. Every reader is interested in himself first and foremost. Everyone wants to better himself. Everyone wants health, happiness and success. If you can offer this in your headline, you'll get his attention. You must talk in terms of what *he* wants, you must tell him how *he* can benefit from using your product. The result? Plenty of sales!

Self interest headlines are the kind that get attention. Each "head" should offer as complete a thought as possible. If the reader should skip the body copy, and often he does, he'll be left with a valuable impression which may bring delayed action. Remember, the best headlines offer the reader something. The best headlines of-

Example of a good headline offering curiosity and interest to a select group—fishermen.



Good news for fishermen!

5 North Shore streams are open for
Rainbow trout April 24th

No. Wisc. April 26
Minnesota May 1
All Wisc. May 17



LICENSES
Minnesota
Wisconsin
and non-
resident

For tackle and
equipment
come FIRST to
Warner's

Spinners 10c - 40c
Hildebrandt Flicker
spinners 30c-
75c
Trout flies 15c-30c
Bonn's salmon
eggs 45c jar

Dry fly dope 25c.
50c
Line dressing 25c.
50c
Fly boxes 85c to
4.95
Metal bait boxes
59c
Leader boxes 29c-
39c

South Bend fly rods, 8½-ft. 5½-oz. or 9-ft. 6½-oz., each
with extra tip. 22.50. Other rods 4.50-25.00

Automatic reels, Perrine 9.75; Shakespeare O.K. 6.40
Other reels, by Weber, Pflueger, Ocean City, etc., 1.50-
13.50

Newton's Airline, a level nylon fly line, size E 2.20, size
D 2.40, size C 2.70

Tapered nylon or silk fly lines 8.00-10.00

Nylon leader material, 6-20 lb. test, 20c-40c coil

Genuine silkworm gut leaders, tapered, 59c-79c

Creels 2.25, 2.95, 3.95

Landing nets 2.75-5.00

Litentuf hip boots 10.00, 10.25

U. S. Rubber waders 20.25

Masland fishing jacket with built-in
creel 13.50

Red Head sleeveless utility jacket,
3.45

See Champion motor ad in today's paper. You
can get immediate delivery of a Champion at



WARNER'S

13 So. 6th St. AT. 4111
2935 Hennepin - 814 W. Broadway

fer the reader something he wants! but too, it must be simply written, and understandable to every potential customer. You must catch the reader's eye with simplicity and directness. You've got to sell, sell, sell in your headline just as much as in your body copy.

Let us review some of the rules which make for effective headlines.

Making Them Effective

1. Appeal to the reader's self interest. Offer him something he wants.

2. Make your appeal believable. When you make an offer, it should be one which can be followed through in your body copy—and in your store.

3. Curiosity headlines are effective only when combined with self interest. Don't use curiosity alone.

4. Use the positive, cheerful approach wherever possible.

5. Before writing your headline, ask yourself what would make you read the ad, act upon the advertiser's suggestions, etc. This may give you the key to the correct appeal.

6. Make your headline short and simple, easy to understand, sincere and convincing.

Can a successful formula be applied to writing headlines? The answer is yes, with reservation. Most good headlines are inspired. They come from the heart and the head of the copywriter and appeal to the heart and head of the reader. However, there are formulas which may start the train of thought in the right direction. There are also formulas which have been used successfully in the past and can be applied to your business. Here are some practical examples:

Practical Examples

1. Start your headline with the word "HOW." People are always interested in learning *how* to do things. Examples include:

How to save \$10 on garden tools!

How to paint your house quickly and cheaply!

How to make cooking a pleasure!

2. When offering something new, start with the word "NEW" or "ANNOUNCING."

New, a saw that sings with ease of movement!

New, an easy plan to buy your hardware!

Announcing, big reductions in nails!

Announcing, a sale of 50 per cent on every item!

3. One word headlines are effective if they are thoughts within themselves and are printed in large bold letters — **REDUCED!** **FOUND!** **SAVE!**

Sub-headlines are usually required with single word "heads."

4. Use the *question* headline to arouse curiosity but be sure to include the self interest theme.

Would you like to own this tool kit?

□ □ □

The Ad Clinic

Dear M. Settel:

We have just opened our business as of Nov. 13, 1947.

Our advertising consists of two five-minute programs on the local radio and a small newspaper ad every two weeks.

In view of the fact that there are many new businesses opening, we would like to see you run articles on the proper advertising for a new business. Or perhaps you can give us a small treatment by mail.

Very truly yours,

LOUIS BARTHEL,
Central Auto Stores,
Gardner, Mass.

Dear Mr. Barthel:

Thank you for your letter addressed to the Ad-Viser Clinic.

Advertising for a new business should be designed to introduce the firm to the public. Intensive institutional advertising should be initiated and maintained for six months to a year. Following are some of the things you might do to stimulate an interest in your business.

1. *Newspaper Advertising.* Buy the largest space you can afford to tell your story in the newspaper. In addition to selling your business as a new institution, offer weekly specials. Try to undersell all competitors on these items to draw the crowds. Run your ads on Fridays if possible for Saturday volume. Coordinate your newspaper advertising

Are repairs costing too much?
Would you like to save 25 per cent on your fuel bill?

5. Selective headlines with the element of self interest will get attention.

To women who want to save time and money!

To men who dislike their work!

To boys who like to skate!

Originality and common sense must be included in all your headlines. Your own business experience and judgment help a great deal. But you must spend time to get the best "head" and it will not be wasted. Remember, the headline carries the heaviest load in attracting attention.

Next time, we'll discuss some amazingly effective methods of stimulating business.

with large window signs offering the same specials.

2. *Radio Advertising.* I believe that frequent 22 second or one minute spots is better for your business than five-minute programs. Use as many as you can afford to buy at a time of the day when most car owners are home. Get your name on the air constantly and keep hitting away. The copy theme should be both institutional and promotional, selling the same specials as the newspaper.

3. *Direct Mail.* Make a list from your own sales slips and use these names as recipients of regular postcard mailings (at least monthly). Offer "inside" specials to customers only. Try to supplement your list with additional lists of the town's motorists usually obtainable from the license bureau. Or work with the local gas stations. Keep your name before these people with regular mailings.

The above program is necessarily general rather than specific. I hope, however, that it proves helpful to you. If I can be of further assistance, please do not hesitate to call upon me.

Sincerely,

IRVING SETTEL.

* * *

Mr. Settel:

As our 1948 plans include a greater amount of newspaper advertising, we would appreciate any in-

(Continued on page 142)

Selling Yourself to the Customer Is Your Most Important Job

*Friendliness, helpfulness, interest in patrons'
and civic affairs will combine to promote your
personality and bring business to your store*

"A friendly attitude
toward people is the
first requisite for
selling yourself."



WHY is it that the hardware dealer who offers the best stock, good service, and whose prices are strictly competitive—in short, the dealer now has the most to offer the customer—sometimes makes a bare profit, while a competitor down the street, whose stock and service may be inferior, prospers greatly?

Situations like this occur frequently. And when they do, it is a dollars to dimes bet that the dealer, who packs the customer in despite the fact that he offers less, is an expert in selling himself to the customer.

It is not enough to have the best stock. Nor is it enough—if you're aiming for a booming business—to offer the best service, even at competitive and cutthroat prices. Mr. Customer, unfortunately, buys at the place he likes. His likes are founded to some extent on the kind of hardware he buys. But to a greater extent his liking for a particular store stems from his liking for its owner.

Not Hard to Learn

Selling *yourself* to the customer is an important part of selling your store and your stock. Just as merchandise salesmen are made

as well as born, so are salesmen who know how to sell themselves. It's not hard to learn.

Create a Personality

The first thing is to create a personality. This sounds complicated, but it is not. The aim is to build a reputation, a character, a personality that customers will like and to make it a well-known personality. It is not necessary to make over your ways and your whims. This sort of personality can be created out of a few tricks that are easy to master.

The outstanding feature of the personality you want to create must be friendliness. Humans all tend to like the person who likes

them, and makes his liking apparent. So the first thing is to *be friendly*. Being friendly does not call for hearty slap-on-the-back with everyone you meet. Nor does genuine friendliness consist only of a grin and a false handshake for the people with whom you come in contact.

You Must Like People

Friendliness must be felt from the heart. You must truly like people. If you have never made it your business to carry a heart on your sleeve for every Tom, Dick and Joe, don't let that worry you. If you're the man who can genuinely like only the qualities he admires, you already have the per-

sonality for building friendliness between your self and your customers. All you have to do is to look about you—and you'll find things to like about the people you meet.

Everyone, even the worst of us, has some likeable quality. No person is all bad or all obnoxious. So if you look for the likeable things about every person you meet—and such good qualities can be found—you will find yourself slipping naturally into a friendly attitude.

Of course, you have to work at it, too, in addition to simply finding things to like about your customers. The smart hardware dealer makes it his business to know every customer, by name if possible, and to greet him personally with a "Good morning, Mr. Jones," whenever he enters the store.

The First Requisite

A friendly attitude toward people is the first requisite for selling yourself. There are other things—mechanical tricks that you can practice—that help to create a friendly personality whom every-

one likes and from whom a great number buy.

One of the things you can do to demonstrate your good will toward the customer is to help him get maximum benefit from the merchandise you sell him. The average dealer contents himself with making a sale, says "Thank you," and is through with Mr. Customer until the time to make another sale. More constructive thinking would be to help the customer enjoy what you have already sold him. Then, when he again needs hardware, he will think of you first—as the friendly dealer who went out of his way to help.

You can do this by thinking through on each sale. Ask yourself, "What will the customer use this for?" Find the answer and help him to get maximum use from what you have sold him. There you will be making a friend, and selling yourself to the customer, even though you do not make any immediate profit from the help you have given him.

Simple? Yes. But often overlooked.

One hardware dealer sends congratulatory letters out to all newly-

weds, to couples on their anniversaries, and to mothers of newborn babies. He picks the names from the society pages and vital statistics columns of his morning newspaper, so the cost of finding addresses is low. The letters are simple and chatty. They exude good cheer and good will. In them, he makes no effort to sell anything—except himself.

Excellent Results

The results, he reports, have been excellent. "By selling myself to these potential customers as a friendly guy who genuinely wishes them well and rejoices in their joy, I've brought in a tremendous volume of new business. It doesn't cost me a lot. The letters are forms, which I have filled in with the name and address by a good secretary who can do a matching job. The names are simple to find. The postage is low, and so for 'peanuts' I have a very effective method of selling myself to the customer."

Another sure-fire way to sell yourself (and in the process, sell your store and your stock) is to be a civic-minded joiner or civic club and leader of drives.

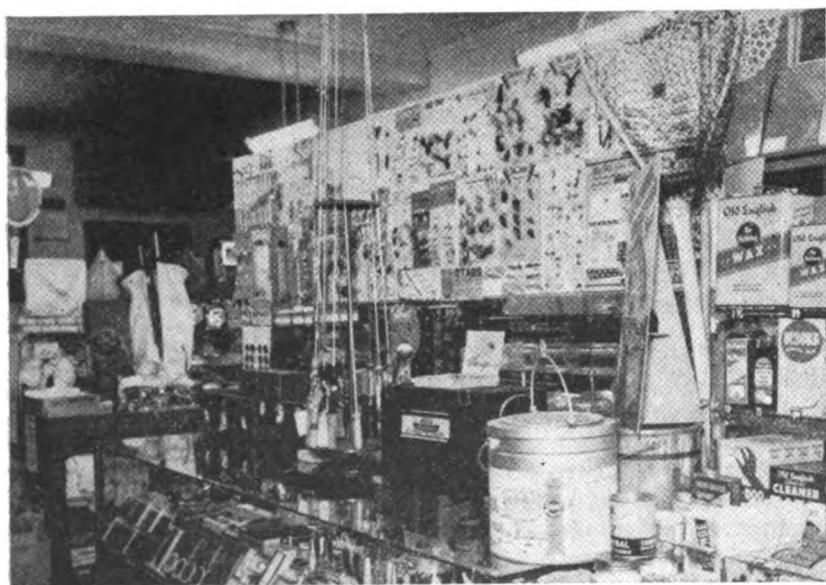
Being civic-minded pays off in a number of ways. First, it gets your name into the newspapers and into word-of-mouth discussions. It sells you as a man who cares sufficiently about his town and his fellow citizens to put his time and money into working for the things that are needed.

Next, it brings you into contact with civic leaders. These men often influence the buying of many others, as do leaders in every field. The store in which the president of the Exchange Club buys is very likely to be patronized by lesser civic lights because the president thinks it is good.

In addition to civic leaders, the lesser lights with whom you come in contact can be sold on you—and, in the process, on your store—through the civic work you do. The members of civic clubs usually total a sizable body of potential customers.

"Sponsoring" events can be a powerful tool for selling yourself to the public. Some hardware

Center Aisle Fishing Supplies Section Helps Reduce Pilferage



A center aisle location for fishing supplies, with adequate backboard for display of files, etc., helps Robert Fesenmaier, Inc., New Ulm, Minn., attract the attention of numerous fishermen. The location also cuts down on the pilferage problem.

Artificial bait is kept under glass, and files are on a thin background board near enough to let the prospect see the items but not to let him touch them. Fishing rods displayed at the top of the counter, fishing tackle boxes and minnow pails help build sales in this section.

Here's one way to make your business big...



**NOW APPEARING TO HELP BUILD
A BIGGER BUSINESS FOR YOU**



BECAUSE SATISFIED CUSTOMERS mean repeat sales, this ad and others for Du Pont nylon paintbrush bristles are telling your customers to make sure they buy brushes with genuine Du Pont nylon bristles. For there's no substitute for nylon. That's why it's important to your future sales to sell him a brush with genuine Du Pont nylon bristles... a brush with the words "NYLON bristles" stamped clearly on the handle.

THERE's one way you can make a business grow and grow.

Give your customers *more value* for every dollar they spend! More value means *more customers*!

Success is built on this sound business premise. And you're paving your road to greater success when you sell products of *greater value*—such as paintbrushes with Du Pont nylon bristles.

By actual wear test, nylon-bristled paintbrushes give the customer up to 5 times the service for the money he spends. That means you'll sell less to one man, sure. But it also means you can sell a great many more to more men—because the *extra value* is there!

Stock and sell paintbrushes with genuine Du Pont nylon bristles. But be sure they're nylon—look for the words "NYLON bristles" always stamped clearly on the brush handles. Display them *out front*. More and more painters are becoming convinced that *the best brushes have Du Pont nylon bristles*. More and more will buy from you when they see them in your store. And more and more such sales will make your business *bigger*. E. I. du Pont de Nemours & Co. (Inc.), Plastics Department, Room 292, Arlington, N. J.



DU PONT
nylon bristles
DU PONT
REG. U.S. PAT. OFF.

**BETTER THINGS FOR BETTER LIVING
THROUGH CHEMISTRY**

dealers have gone so far as to sponsor special sporting events. Others have sponsored softball, basketball and other semi-professional teams. Still others sponsor less expensive events. The list of sponsorship possibilities is endless.

Particularly with such large-scale things as sports events, sponsorship pays off in a flood of publicity that helps tremendously to sell yourself to possible customers.

If you have any spare space, donate it to civic drives. This will earn you the applause of almost every citizen, and help to make him think that, "This hardware dealer must be a pretty right guy. He gives his space freely to important things such as the Community Chest."

Donating Space

Similarly, donating advertising space to these drives can be an effective means of selling yourself to the customer. The time you donate to serving on charitable boards and helping charity collection campaigns pays off in public acceptance as a friendly personality.

Do plenty of favors. Don't be

afraid to go out of your way to help the customer, even if he's a one-time buyer of small amounts. He'll be back. They always come back to visit the business man who demonstrates his genuine friendship.

Here is a trick that many very successful salesmen have found effective: Have the customer do *you* a favor. Ask him for some small thing, a favor that will take practically no effort. You'll find this almost an unfailing friendship-builder.

Another way to sell the idea of a friendly personality is to personalize your advertising. Instead of advertising specials from Jones' Hardware Store, advertise them as "Harry Jones' Christmas specials." In all of your advertising efforts, use your own name. Write chatty, personal copy that the reader can picture as coming from a good friend.

One hardware dealer used this idea to advantage by running a weekly column devoted to advice on how to do simple repair jobs about the house. They appeared weekly in the daily newspaper of his community. Each ad was signed with a facsimile of the deal-

er's signature. The copy style was somewhere between a column and that of a friendly letter. Each ad dealt with a problem that people find themselves faced with about the house, and told how to do the job in jig time.

The result was not only a high readership for the advertisements, but an excellent reader-identification of the dealer's name. The dealer soon became a well-known character in his community. People dropped into his store to find out how to fix a crack in the wall, or how to mend broken china. "Sure, answering these questions took plenty of my time," he relates, "But it paid off. People came back when they wanted hardware. They came back because I had become a friend, a person they liked, one who gave his time to help them."

Personalizing Ads

There are many ways in which you can personalize your advertising. One Southwestern company did it by running at the top of each ad "comments" on the state of the world, the cost of living, and other topics in the news. These miniature editorials were "signed" by the owner of the company. They helped to build a distinct personality for him (and, in the process, for his business).

If you would like to run personalized advertisements like this, however, you must be careful. There are two pitfalls. One is paning people, ideas and things. When you pan, you may be risking a libel lawsuit.

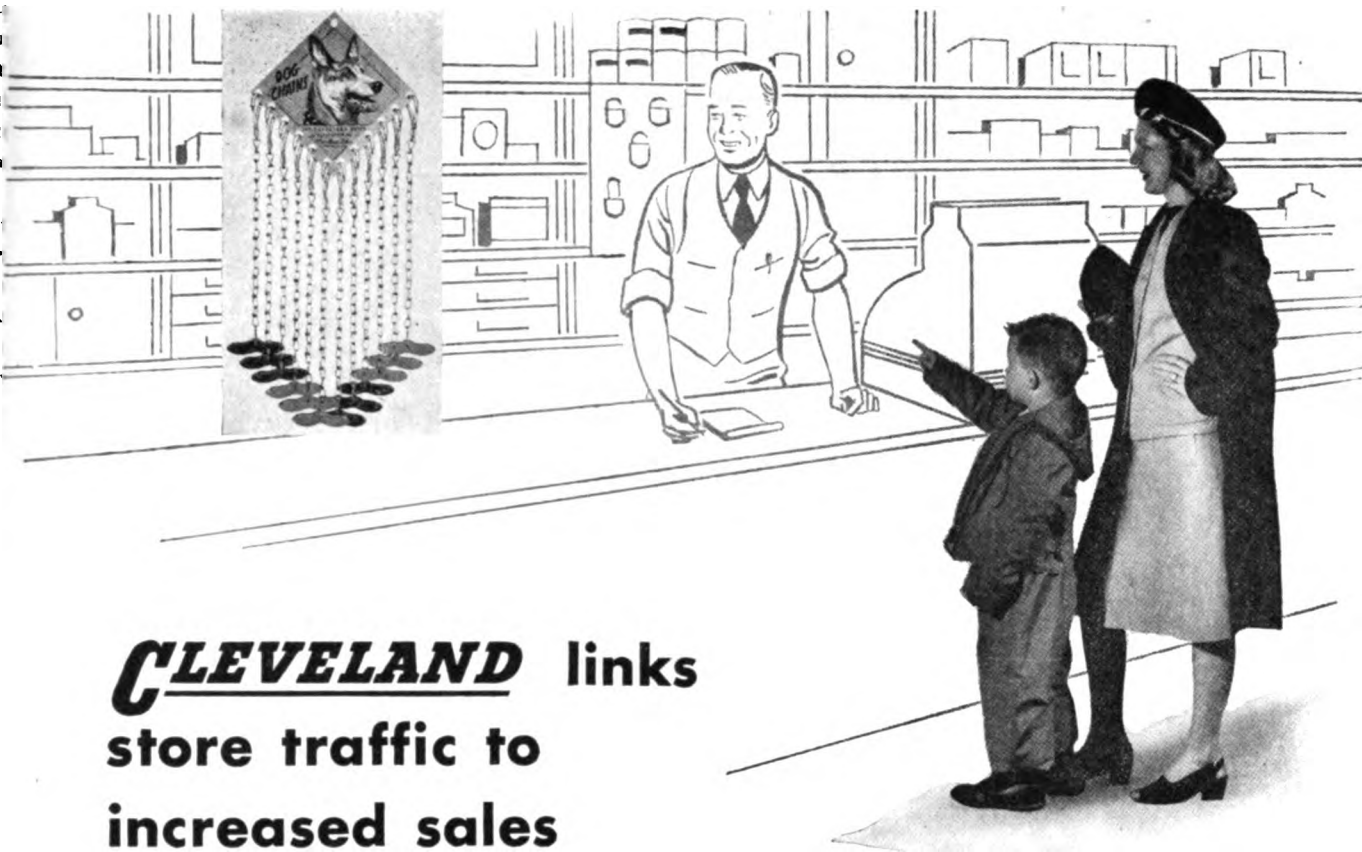
The other pitfall is the possibility of offending potential customers. If you discuss topics of the day, a strong stand on one side or the other is bound to earn enemies for you rather than friends. Sticking to the middle, you can be sure no one will take offense.

Going out of your way to make friends in these ways can pay off in heavy measure. Nine times out of 10, it is the dealer he *likes* to whom Mr. Customer goes. Our emotions govern most of our buying actions. And the dealer, his emotions tell him, is a friend is the one to whom Mr. Customer will go every time.

Better Not Try This One



"Care to try it?"



CLEVELAND links store traffic to increased sales

Yes, Mr. Dealer, every person who enters your store is a potential buyer of quality Cleveland Chain.

Chain is used in every home . . . on every farm . . . in every plant, plane, ship or train . . . it's a household and industrial necessity.

The Cleveland "security in every link" line includes chain for every purpose . . . for every need of every customer.

Just place your Cleveland line on *display—in a prominent spot where every customer will see it. Then—watch it sell itself—linking increased sales to greater profits for you.

*Ask your jobber about the Cleveland Reel Salesman Display Stand.

P&P-2000

Security in Every Link

CLEVELAND CHAIN

The Cleveland Chain & Mfg. Co. Cleveland 5, Ohio

ASSOCIATE COMPANIES: David Round & Son, Cleveland 5, Ohio • The Bridgeport Chain & Mfg. Co., Bridgeport 1, Conn. • Seattle Chain & Mfg. Co., Seattle 8, Wash. • Round Calif. Chain Co., So. San Francisco and Los Angeles 54, Calif. • Woodhouse Chain Works, Trenton 7, N. J.



Proof Coil and BBB Chain. Made from open hearth basic steel. 13 sizes, $\frac{3}{16}$ " to $1\frac{1}{4}$ ". For general purpose work.



Liberty Coil Chain. Electrically welded, bright finish. Twist or straight link. 12 sizes. Lengths of 100 ft. in carton.



Buckeye Pattern Chain. Popular weldless steel wire chain (also known as Brown Pattern). 15 sizes. Finishes: Bright, Electro Galv., and Hot Galv. 100 ft. in carton.



Sash Chain. Available in 3 grades: Cleveland Steel; Monarch Bronze; Super Bronze. 9 sizes. All types of sash chain fittings.

Since  1869





HOME LAUNDRY EQUIPMENT WINDOW

MERCHANDISE: Automatic washer or wringer model washer, clothes hampers in various sizes and colors, electric irons, steam irons, towel bars, clothespins, clothes lines.

BACKGROUND: Center panel of bright yellow corrugated board or painted wallboard. Side panels of light green material. Cut-out letters or show card in red and yellow.

Show Home Laundries, Radio and Maple Sugar Supplies Now!

HARDWARE AGE Original Window Display IDEAS

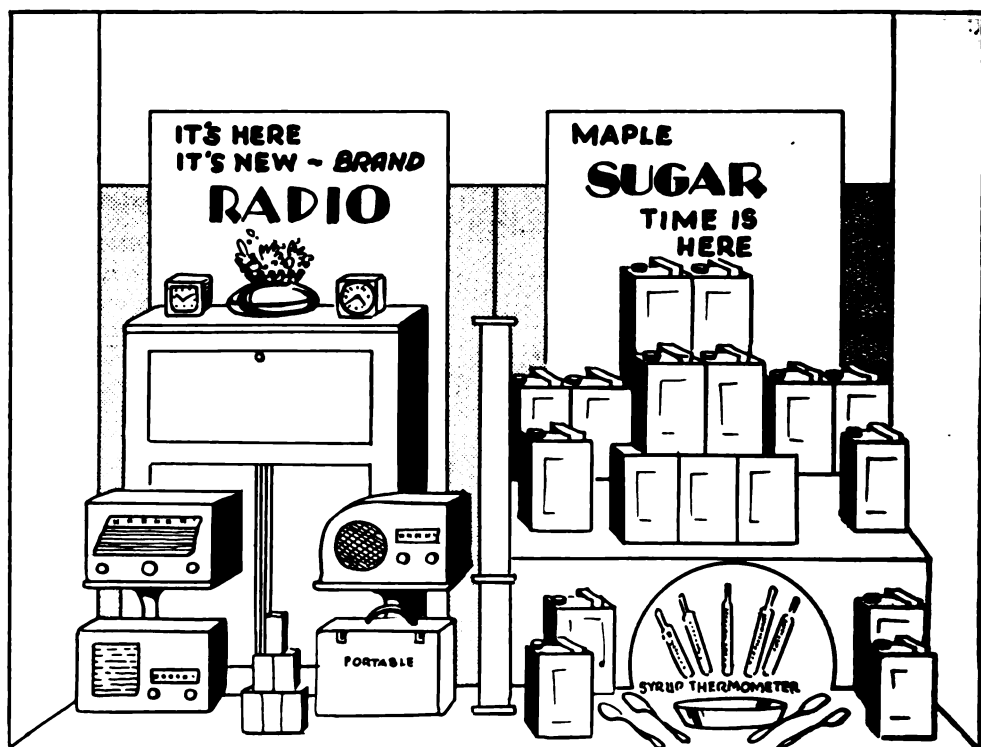
RADIO WINDOW

MERCHANDISE: Console model radio or record player, table model radios, portable radios, radio tubes, electric clocks, alarm clocks.

MAPLE SUGAR SUPPLIES WINDOW

MERCHANDISE: Syrup cans, sugar thermometer, stirring spoons, ladles, kitchen knives, boiling pans, moulds, etc.

BACKGROUND: Center panel of bright yellow material or painted wallboard. Side panels of light green material. Cut-out letters or show card in red and yellow.





Heritage

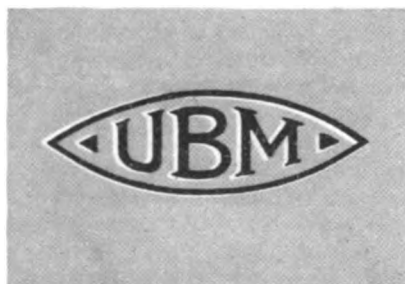
*...an American Institution
root and branch*

The founders of the United Brush Manufacturers, who started in 1890, left with us a precious heritage—a legacy more valuable than any material possession. The ideals and principles upon which this enterprise was founded—honest dealing and adherence to high quality are backed by the accumulated experience of 58 years of brush making. We are proud that today these same ideals are the guiding principles of the present management—an American institution, root and branch.

"A great institution is the lengthened shadow of one man" . . . at U B M it is the composite shadow of many men, who carry on the heritage left by our founding fathers.

Today, U B M is operated by three teams. First there is the management; then there is our great family of employees. Above all, there is that great national family—our customers—without whose support this business could never have been built and for whose benefit we will continue to dedicate our service.

Your inquiries are cordially invited on the complete U B M line of quality paint and varnish brushes.



"Use Brushes of Merit"

UNITED BRUSH MANUFACTORIES

116 and 118 Wooster Street, New York 12, New York

*Since 1890 one of the country's
leading manufacturers of paint brushes.*



Officials of the American Hardware Supply Co., left to right, front row: Sherwin Wylio, vice-president; W. M. Stout, executive vice-president and general manager; Charles W. Scarborough, president; E. A. Hastings, treasurer and assistant general manager; William R. Ritter, secretary. Rear row: Directors Clarence Newcomer, M. R. George, Earl Wyant, Warren Goodeuw, Walter R. Conaway and Paul Miller.

Volume of \$8,245,000 Reported for '47 At American's 38th Annual Meeting

WITH 85 per cent of its membership of 326 stores represented by attendance, despite real winter weather, the three-day annual merchandise fair and stockholders' meeting of the American Hardware Supply Co., dealer-owned wholesale house was held on Jan. 26 to 28, at the company's headquarters, 41-43 Terminal Way, South Side, Pittsburgh, Pa.

Meeting Highlights

Highlights of the meeting were that the company's sales increase of 23 per cent in 1947 was the highest in history, while operating expense was as low as at any time of record despite increased operating costs. Another feature of the meeting was the tribute uaid to 85-year-old "Uncle Charlie" Scarborough, who has been president of American for 38 years. Mr. Scarborough was unanimously re-elected to this office

for his 39th term and a special banquet was given him on the last evening of the meeting. The theme of the convention was "Keep Awake in '48—Sell National Brands by American." All through the meeting much emphasis was placed on the company's new advertising and sales promotion plans.

Wm. M. Stout's Address

Wm. M. Stout, executive vice-president and general manager, in addressing the meeting said in part: "Your wholesale company, created 38 years ago was, and is today, operated to assure you of a major source of supply—to carry ample stocks of merchandise to be sold to you and at prices that are as low or lower than *all* competitive sources. Your company, when organized, was not intended to be a big profit-maker. You, the retailer, are engaged in retailing with a profit motive. American cannot be expect-

ed to sell lower than any other jobbers and pay high profits to its owners. American, I repeat, is not supposed to be a profit-maker; *it is a profit-saver.*

An Era Is Ending

"The past five years have been years in which we made abnormal profits due to inventory gains and continuous advancement in prices. This is slowly coming to an end. Average profits this year and in the years to come will be earned through economies in our operation of low cost mail selling, efficient warehousing, and shipping, modern equipment for pricing and billing and—always important—our cash operation.

"'Keep Awake in '48' for I believe, for various reasons, profits will shrink in your retail operation. Major among them is the higher cost of living. It takes more of your customer's income to pay rent, buy gro-

BUCKEYE

QUALITY TELLS

of more than 50 years' engineering, craftsmanship, and experience behind Buckeye products.

DURABILITY SELLS

When your customers ask, "Who made it?", "How long will it last?", you can sell with confidence.

*The Perfect
combination
sale*



Buckeye's "New Colonial" offers the charm and grace of early American style plus the great strength and durability of modern 10 gauge extra thick aluminum. Large spout for easy filling and pouring. Palm-fitting handle has a heat resistant plastic grip.

No.	Capacity	Gauge	Case Lots	Case Wt. Approx.
1305	4 qt.	10	6	20 lbs.



This bell-balanced 8-cup drip coffemaker features single piece dripper construction. Patented filter can be inverted to make pot adaptable to 6 or 8 cup capacity.

No.	Cap.	Gauge	Case Lots	Case Wt. Approx.
1048	8 cup	12	6	17 lbs.



Ordinary
ware



Buckeye
extra thick
ware

That extra thickness of Buckeye Ware absorbs and distributes heat evenly with no hot spots. It holds the heat. So turn the burner low. Adds years of extra life to the ware.

Buckeye is a famous name respected by the good cooks of three generations. Today Buckeye Ware is sold and advertised (by name) by the country's finest stores.



*The BUCKEYE
ALUMINUM Co.*
WOOSTER, OHIO



Buckeye BELL BALANCED percolator has broad base and extra thick sides. For electric stove, turn heat off when coffee begins to perc. Heat from burner will finish percing. For gas, turn heat to simmer after coffee starts to perc. 10 full cup capacity will come in handy.

No.	Cap.	Gauge	Case Lots	Case Wt. Approx.
1072½	10 cups	12	6	15 lbs.

CHICAGO SALES OFFICE ★ 11-110 MERCHANDISE MART

See this $\frac{2}{3}$ page ad
in full color
in May Good Housekeeping



Rubbermaid Housewares are "Home Engineered." Each item is designed to do a specific household chore more safely, quietly and easily. Their cheerful colors and pastel shades will lend charm to your home. Write for folder showing complete line.

Protect your dishes from chipping, your silverware from scratches. The Rubbermaid Dish Drainer holds more dishes... speeds-up dishwashing... it never gets "soft or sticky."

The Rubbermaid Sink and Drainboard Mar, silence and cushion shock... cut down on breakage and scratching, and they protect your sink, too.

The Rubbermaid Sink Strainer, silent and easy to clean, will not chip or dent.



No need to stoop and hold when sweeping. Get the Rubbermaid Dust Pan. Its slip resistant feet hold it firmly at just the right angle.



Brighten your bathroom with the Rubbermaid Vacuum-Cap Bathroom Mat. It helps prevent bathtub accidents, affords a softer, firmer footing... really a better mat, and better looking, too.

And as a companion piece, the Rubbermaid Toilet Tissue Tray creates a neater, safer place for toilet paper... fits the top of any tank.

THE WOOSTER RUBBER CO. DEPT. OH, WOOSTER, OHIO

The quality brand that ensures long life resistance to soap, grease, heat and wear

104,000,000

Reader Impacts during 1948 for . . .



through the pages of
LADIES' HOME JOURNAL
GOOD HOUSEKEEPING
BETTER HOMES AND GARDENS
COUNTRY GENTLEMAN



Get the **Plus Profits** possible by featuring Rubbermaid, the **Complete Quality Line** that assures long life resistance to soap, cleansers, grease, scalding water and temperatures up to 250° F.

Tie in with this National Campaign.
Write for integrated Sales Helps.

THE WOOSTER RUBBER COMPANY
DEPT. HA 3, WOOSTER, OHIO



Scene at one of the luncheons held at company headquarters

ceries and other necessities such as clothing, coal, etc. Consumers will have less to sell on luxuries or semi-luxuries.

"If you 'Keep Awake in '48'—give value, have what consumers want, advertise your goods, and price it right, it is my belief that '48 will be a very good year for hardware retailers. Your management, assisted by the directors and department managers, has not sat by waiting for times to change. We all realize, as you must too, that the past five years of riding on the gravy train cannot last forever. Conditions are fast changing—yes, changing faster than we think. Pipe lines are filled up on many lines and slowly, day by day, the problem of real salesmanship is returning."

Address of E. A. Hastings

Salient points in the address of E. A. Hastings, treasurer and assistant general manager were:

"You and I both know, but admit it few times these days, that a seller's market doesn't last forever. You and I both know, but because it is unpleasant don't think about it too much, that prices won't constantly keep advancing, that they won't hold a level without declining sometime, somewhere along the line. You and I both know U. S. production lines will, someday, catch up with demand and that it will be necessary to have the right lines, at the right prices, and to tell your trade through advertising that you have both.

"People know and habitually advertised goods. Manufacturers of nationally known goods won't capitulate to chain selling—that hasn't worked. So the chain is going to pay manufacturers a price comparable to what old line pays because he knows the goods which move at retail. Therefore, the independent worry about obtaining price of activity of his chain in the manufacturing field.

1948 Will Be Good

"1948 will be a darn good year as are all others, to keep going. Don't gamble on inventory, what you can discount on the date only. Miss the sale to charge customer if his account is delinquent. Get out and stay out of debt. Invest in capital inventory at present high prices only to the extent you can pay cash for it—go into debt to do it. Expand capital investments only if you have to borrow to do it and don't impair capital to do so. Watch installment selling—don't expect that type of selling at the expense of your regular hardware volume. Predictions are general for the last half of 1948 and if not look for a major bust in 1949."

H. Leslie Gould, vice-president in charge of sales, emphasized noteworthy ideas in his address. Among them were these two:

"As we see it, 1948 is going to be a year of greater competition with

No matter how you look at it...

Sales are sure with Libbey HEAT-TREATED Tumblers!



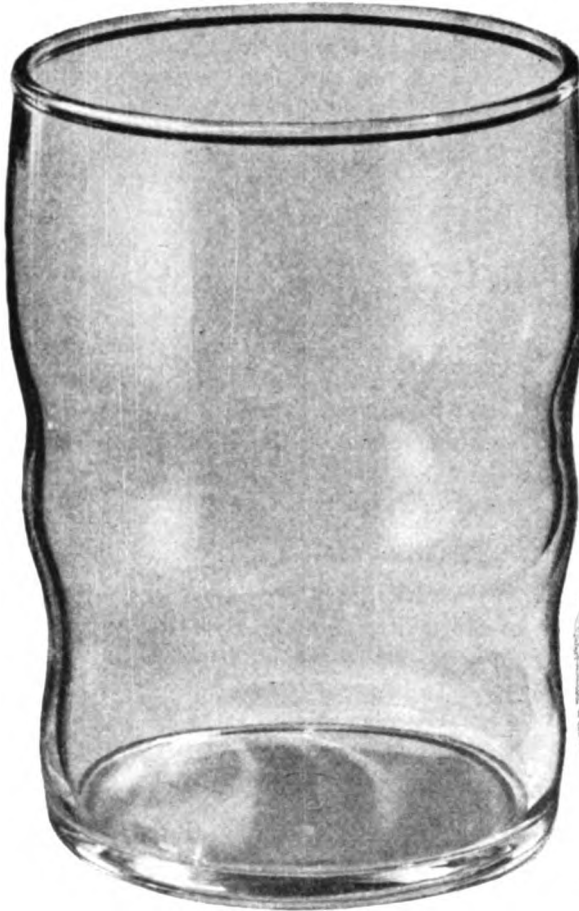
Customer Preference

97% of the women interviewed in a recent survey prefer Libbey Heat-Treated Tumblers. And why not? Attractive Libbey Heat-Treated Tumblers last from 3 to 5 times longer than ordinary tumblers!



Our Market

Powerful advertisements in LIFE have spread the news about Libbey Heat-Treated Tumblers to 26 million readers. People everywhere now *want* them. Your market is ready-made!



The Famous "Safedge" Guarantee

Here's *another* extra that will set your sales humming! The certificate is shown on the box, and this famous guarantee backs every Libbey Heat-Treated Tumbler: "A new glass if the 'Safedge' ever chips."



Pre-Packaging

The gay carton is a natural for *profitable* selling! The Heat-Treated Story is told at a glance, it's perfect for displays and advertising, and it *saves* you handling and wrapping time.



In short, now that the famous "Bouncing Tumblers" are available, you can set the stage for fast sales . . . easy profits! Displays are simple to build, your customers are waiting! For samples and prices, write Libbey Glass, Toledo 1, Ohio:

LIBBEY GLASS

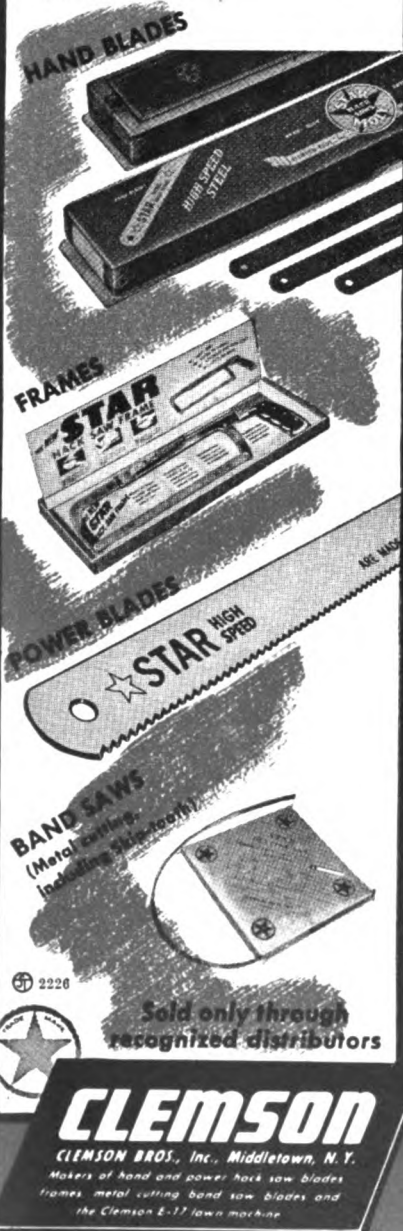
TOLEDO 1, OHIO

Copyright, 1947, Libbey Glass Division of Owens-Illinois Glass Company, Toledo 1, Ohio



more blades mean more sales

FROM stainless steel to zinc... from extra hard materials to extra soft, there's a Star blade to cut it. From the Star line—the complete line—you can sell a blade for everything a hack saw or band saw can cut. That means *more sales for you*. Not only will Star do these jobs, but do them better. Star blades outcut and outlast ordinary blades. Handle the whole Star line—it's one sure way to increase your sales. Sell Star.



retail stores of all kinds, developing, in many cases, into *real scrambles* for available business. I am sure that a great many of our dealers have -already experienced this in their respective locations. You have noticed that the chains, department stores, etc., have materially expanded their advertising appropriations and, in many cases, are beginning to run large quantities of merchandise at *special prices*. In fact, they are using all the tactics at their command to *win customers away from your stores*. Particularly is this true on a great many hardware lines.

Do It Now!

"But the very fact that such a sales situation is developing, should put every dealer on his toes to do his utmost to capture business that has been straying past his door... and shake old customers into more activity. *Don't put off, take action. Do it now!* For a great many dealers it has been *too easy too long*. Only

the other day one of our dealers frankly told us that things were coming too easy. He didn't feel that he had to modernize his store, trim up his windows, plan to advertise, and, in general, *get down to good honest selling*. I'm afraid that one day this dealer will wake up and find his customers making a path to his competition."

Present Day Purchases

Virgil O. Hall, vice-president in charge of purchases, delivered a very interesting address concerning purchases under current conditions.

Richard Miller, recently appointed manager of advertising and sales promotion illustrated and described in detail the company's comprehensive advertising and sales promotion plans for 1948, which are entirely original with the firm.

Company officers and directors for 1948 are shown and identified on page 128.

Test Your Hardware Sense!

Grade yourself in the following manner to see how good you are. Each question correctly answered is worth 20 points. A grade of 100 is excellent; 80 is good; 60 is fair; 40 is poor, and 20 very poor. The correct answers to these questions will be found on page 216.

Work the problem first—then substitute the figures of your own business for those in the problem.

1—Dealer's inventory as of Dec. 31, 1947, is \$40,000. In this figure are goods of questionable value due to damage and obsolescence which have a cost of \$3,000. Figure the percentage of shrinkage in total inventory.

2—Nails are retailing at 14 cents per lb. They cost dealer \$8 per cwt. If salesmen are careless in weighing and handling nails and shrinkage is 2 oz. per lb. What is the shrinkage in margin in percentage?

3—Pure gum spirits of turpentine costs dealer \$1 per gallon in 55-gal. drums. It is sold in bottles which cost 5 cents whether quarts or pints. He sells pints of turpentine at 35 cents each, and quarts at 55 cents each. Figure margin on each size bottle.

4—Contractors' supplies are purchased so they can be marked and sold competitively to produce a margin of 38 per cent on sales. From this price contractors receive a 10 per cent discount. If a bill of contractors' supplies cost the dealer \$40. Figure what this would retail for regularly and also the price to the contractor.

5—Figure cash discount of following bill for \$150: \$80 at 2 per cent; \$12 at 1 per cent; \$18 at 5 per cent; \$20 net, and \$20 at 1/2 per cent.

(Answers on page 216)

GUM TURPENTINE FOR SPRING PAINTING



BIGGEST SPRING ADVERTISING CAMPAIGN IN OUR HISTORY

Four-color pages in *The Saturday Evening Post*.
Dominating space in the powerful publica-
tions listed below. This Spring will see the
greatest national advertising campaign on
Gum Turpentine in history.

	Circulation
<i>The Saturday Evening Post</i>	3,961,383
<i>Life</i>	5,307,679
<i>Better Homes & Gardens</i>	3,142,651
<i>House Beautiful</i>	429,875
<i>House & Garden</i>	292,037
<i>American Weekly</i>	9,357,277
<i>This Week</i>	8,734,097
<i>Parade</i>	4,501,892
<i>Pathfinder</i>	1,015,040
Total Circulation	36,741,931

IT NOW!...TO BE SURE YOU CAN SUPPLY YOUR CUSTOMERS

GUM TURPENTINE NOW! Stock up plenty for the painting requirements of your customers. With the most full national advertising campaign in history beginning in consumer publications, the available supply of packaged Turpentine will *move quickly*. Don't get caught short! A profit and quick turn-over for you. 9 out of 10 Painting Contractors use Gum Turpentine—the genuine, original paint that is *sure, safe and dependable* with all types of oil paints. Best painting results recommend the genuine article, GUM TURPENTINE as specified in "PAINTING SPECIFICATIONS," prepared and approved by Painting and Decorating Contractors America. Sell the product you can be *proud* to sell... instead of cheap substitutes that may ruin the paint job.

Convenient, Easy to Handle

On-the-Job Containers:

5-gallon lithographed tins,
1-gallon lithographed tins.
Quart, pint and 8-oz. sizes in glass bottles.

DISPLAY

GUM TURPENTINE...
IT'S A MARK OF QUALITY
FOR YOUR STORE

AMERICAN TURPENTINE FARMERS ASSOCIATION • GENERAL OFFICES: VALDOSTA, GEORGIA

FEBRUARY 26, 1948

WROUGHT STEEL STRAP HINGES



TEE HINGES

*Quality
Hardware
Since 1865*

McKINNEY

MANUFACTURING COMPANY

PITTSBURGH 12, PENNSYLVANIA



New Store Front Increases Business 30 Per Cent

(Continued from page 116)

when conditions seem ripe. Many customers tell us we've got the best looking front for several blocks on each side of the store. When customers tell us this, then we know it must be so. The advertising value of this new front cannot be discounted."

The name of the store is emblazoned in black on a white background, with the letters a couple feet in height. No other nearby store name is as large proportionately. Therefore, it is very easy for sidewalk or vehicle traffic to spot the establishment.

Window display space in the new front is ample for the showing of a great deal of merchandise of varying types. Customers who look at the window displays can gaze into the store, for the open background display program is used very effectively.

Lighting for the windows is furnished by numerous ceiling fluorescents, which have proved to be eminently satisfactory.

Mr. Kitz and Mr. Pfeil have been partners in this business for 35 years, and say it is some sort of a record for hardware men. Mr. Kitz is a past president of the Wisconsin Retail Hardware Association and at present is a member of its board of directors.

U.S. Farms Are Getting Fewer and Bigger

AN interesting development in the agricultural picture, and one that at the same time has significant social and economic implications for the nation at large, is that American farms are getting fewer and bigger.

Continuing a trend that has been under way for several decades, the average American farm has grown in size to the neighborhood of 200 acres, based on data compiled by the U. S. Department of Agriculture. The exact figure for 1945, the latest date available, was an average of 195 acres for all the nation's farms. This is the largest average since 1860, when the typical farm was 199 acres.

The growth in the size of the average farm was particularly pronounced in the 1935-45 decade. In this period the volume of land in

farms increased to more than 1.1 billion acres, a record high. But the significant factor was that the number of American farms decreased by nearly a million between 1935 and 1945 to fall under the 6,000,000 mark for the first time since the turn of this century.

The following table gives a bird's eye view of the trend in the number and average size of the nation's farms from 1850 to the present:

Year	All Farms	Land in Farms Average (000 omitted)	Average Size
1850	1,449,073	293,561	203
1860	2,044,077	407,213	199
1870	2,659,985	407,735	153
1880	4,008,907	536,082	134
1890	4,564,641	623,219	137
1900	5,737,372	838,592	146
1910	6,361,502	878,798	138
1920	6,448,343	955,884	148
1930	6,288,648	986,771	157
1935	6,812,350	1,064,515	155
1940	6,096,799	1,060,852	174
1945	5,859,169	1,141,615	195

Source: U.S. Department of Agriculture

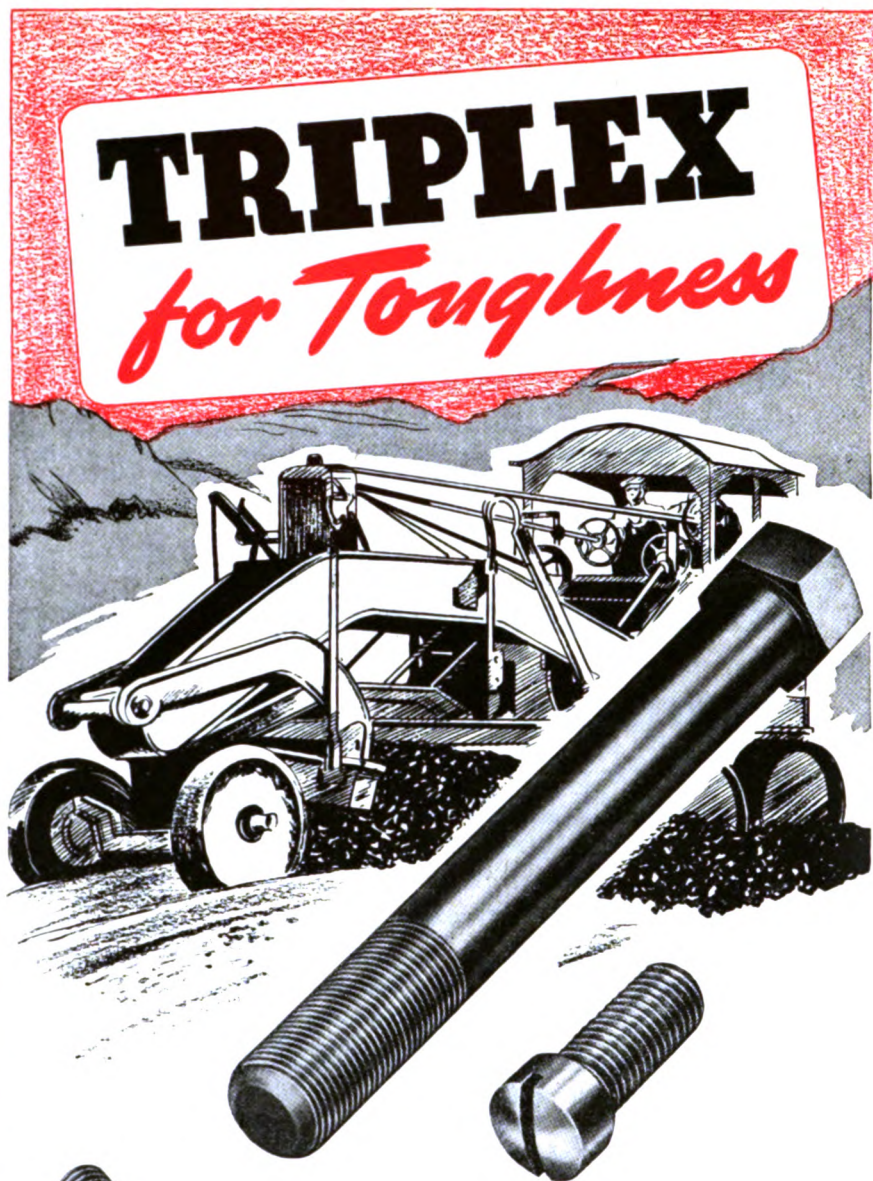
Taken in connection with the remarkable growth in the financial strength of farmers as a whole in recent years, such as record savings and debt reduction, the growth in the size of the average farm provides a new indication of the improved financial well-being and security of the average farm family.

Factors Behind Trend

There are many factors that account for the changing size pattern in agriculture. Among these can be listed the substantial loss of farm population to the cities in the last decade, the growing mechanization of agriculture and hence need for greater capital investment, and the steady increase in the average age of farm operators. Between 1910 and 1945 the average age of farm operators rose from 44½ to 48.7 years, and in 1945 over 2,000,000 farm operators, or more than one-third of the total number, were 55 years old or over.

A regional breakdown shows that the size of the average farm has increased in all principal areas. In the North, the average farm was 180 acres in 1945 as against 166 acres in 1930, while in the South the comparable figures were 131 and 106 acres, respectively. The big gain was in the West, where the average farm was 639 acres in 1945 as against 433 acres in 1930.

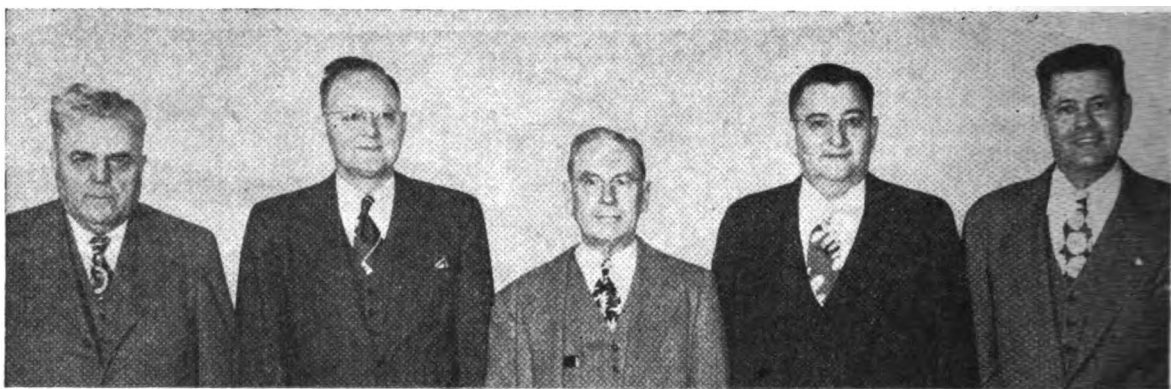
On a state basis, Arizona led the nation with an average farm size of nearly 3000 acres. In 1910 the average Arizona farm was less than 150 acres. Other states to show pronounced gains include Wyoming, Montana, New Mexico, Nevada, Texas, Idaho, Colorado, Utah, North Dakota, South Dakota, Nebraska and Kansas.



• **TRIPLEX Threaded Fasteners** have to be tough because they are relied on daily to do the toughest kind of fastening jobs. Cap screws in all four heads and up to 8" long and 1" in diameter—setscrews—nuts—lag bolts—plow bolts—stove bolts—machine bolts—step and carriage bolts—washers and rivets, all are available to be used on the *tough* assembly jobs. Write for the *complete* TRIPLEX Catalog and the convenient wall chart that will help make your ordering job easier.

THE TRIPLEX SCREW COMPANY
5317 Grant Avenue • Cleveland 5, Ohio

TRIPLEX THREADED FASTENERS
CAP AND SET SCREWS • BOLTS, NUTS AND RIVETS



Wisco officers, left to right: Roy Beat, Mt. Horeb, chairman of the board; J. A. Fitschen, Madison, president and general manager; Darwin Follett, Coloma, vice-president; Henry Kozelka, Prairie du Chien, treasurer, and Victor Lanning, Madison, secretary. Messrs Beat, Fitschen and Follett are members of the executive board.

Wisco Hardware Co. Announces Expansion Plans at 21st Annual Merchandising School and Sales Show

P LANS for considerable expansion of operations and plant were approved and announced at the 21st annual Merchandising School and Sales Show of the Wisco Hardware Co., dealer-owned wholesale house, 15 S. Brearly St., Madison, Wis. Sessions were held at the company's headquarters and in the Central High School Auditorium, Feb. 9 to 11, inclusive. Luncheon was served daily at company headquarters as well as dinner Monday and Tuesday evenings to all of the more than 886 dealer-stockholders, guests and exhibitors in attendance. Many new lines of hardware and related merchandise were shown at the exhibit, with entertainment and refreshments for those in attendance Monday and Tuesday afternoons.

Monday and Tuesday evening sessions were conducted at the Central High School Auditorium, the major portion of each session being in the form of musical programs. The final session and annual business meeting was held at Wisco headquarters on Wednesday afternoon. Exhibits were open throughout each of the three days. A 25 per cent increase was announced for last year over the 1946 volume of the organization, which now has 586 stores, or a gain of 65 stores since the 1947 annual meeting and exhibit. Since 1938 the company has added on an average of better than one store a week. Its newly announced expansion program looks to a total of more than 900 stores.

Changes in the company's constitution and by-laws discussed or authorized at the final session include

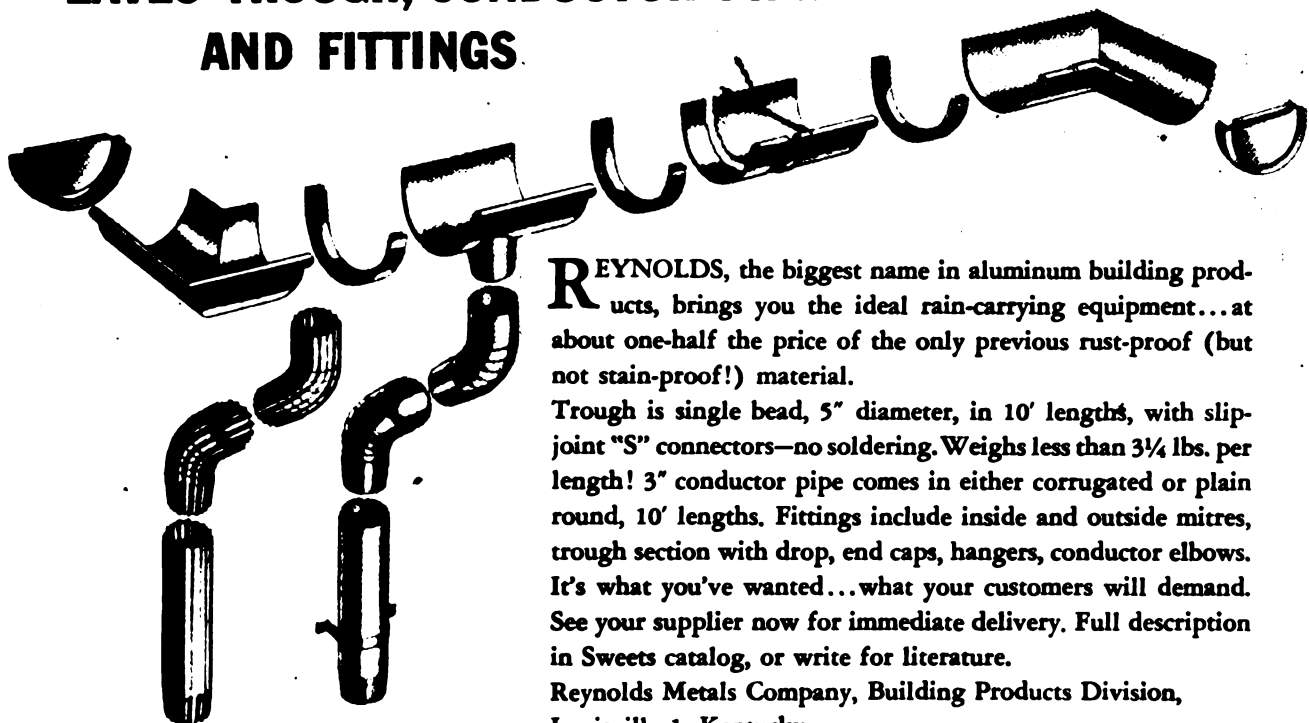
incorporation in four additional states—Illinois, Iowa, Michigan and Minnesota. Plans are being made for operation in 1948 of stores in each of those states. As a further part of the expansion program, members voted to increase capitalization from \$1,097,000 to \$1,322,000; authorize creation of two new offices, assistant secretary and assistant-treasurer, and set up the office of chairman of the board. Roy Beat, Mt. Horeb, being named to that office. Mr. Beat is also chairman of the newly created executive committee, which has the full powers of the board of directors between meetings of the organization. John A. Fitschen, Madison, Wis., president and general manager of the company and Darwin Follett, Coloma, Wis., are other members of the executive committee.



Part of the audience in the Central High School Auditorium where two evening programs were presented.

NEW LIGHTWEIGHT GUTTERS THAT CANNOT RUST OR STAIN... LAST A LIFETIME WITHOUT PAINTING!

REYNOLDS *Lifetime* ALUMINUM EAVES TROUGH, CONDUCTOR PIPE AND FITTINGS.



REYNOLDS, the biggest name in aluminum building products, brings you the ideal rain-carrying equipment... at about one-half the price of the only previous rust-proof (but not stain-proof!) material.

Trough is single bead, 5" diameter, in 10' lengths, with slip-joint "S" connectors—no soldering. Weighs less than 3¼ lbs. per length! 3" conductor pipe comes in either corrugated or plain round, 10' lengths. Fittings include inside and outside mitres, trough section with drop, end caps, hangers, conductor elbows. It's what you've wanted... what your customers will demand. See your supplier now for immediate delivery. Full description in Sweets catalog, or write for literature.

Reynolds Metals Company, Building Products Division,
Louisville 1, Kentucky.



**LASTS A LIFETIME WITHOUT
PAINTING... LIGHTER TO
HANDLE, EASIER TO WORK
... TAKES OFF THE SUMMER
SUN LOAD**

REYNOLDS *Lifetime* ALUMINUM STANDING-SEAM ROOFING

Rolls of stippled-embossed aluminum .019" thick. Two widths, 26½" and 20", nominal coverage 24" and 17¼". Roll lengths to cover two squares. Aluminum nails and clip stock are available. Literature on request.

**LENGTHENS ROOF LIFE...
LIGHTENS ROOF LOAD...
KEEPS BUILDINGS COOLER
IN SUMMER**



REYNOLDS *Embossed* ALUMINUM BUILT-UP ROOFING

.004" aluminum that rolls in as easy as felt—reflects sun heat, seals out air, light, moisture—preserves the life and elasticity of asphalt. Rolls 36" wide, contain 10 squares, weigh about 60 lbs. Ideal for re-caps—a world of new business. Write for specifications on 2- and 3-ply new roofs and re-caps.



IMMEDIATE DELIVERY

On old cars...



On new cars...



DOR-TITE

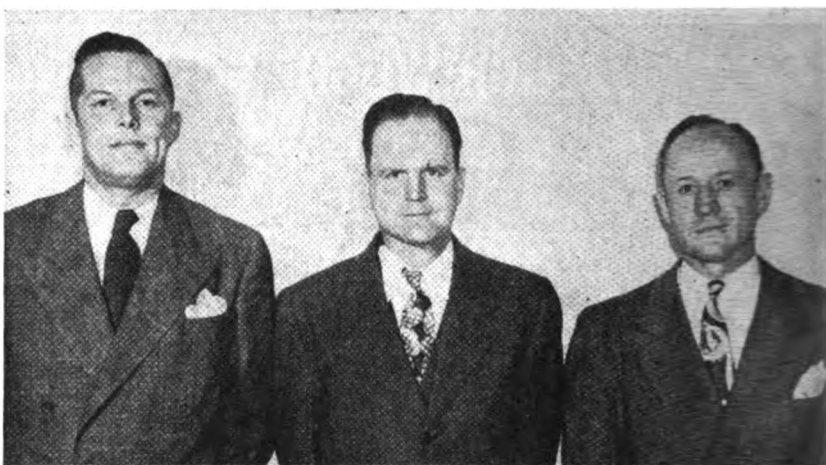


**STOPS
SQUEAKS
RATTLES
DRAFTS**



DOR-TITE

DURKEE-ATWOOD CO.
MINNEAPOLIS 13, MINN.



Left to right: A. O. Edland, Madison, sales manager; J. R. Bennett, Madison, manager of new stores' promotion and buyer for the steel department; L. A. Olson, Madison, merchandise manager.

Wisco's new, three-story steel and concrete building—the basement of which is now in use—will provide an additional floor space of 45,000 sq. ft. when completed about May 15. Present facilities provide 75,000 sq. ft. of office and warehouse space. In addition, the company has purchased the adjoining Hanksraft building which will be occupied by Wisco in July, 1949, to then provide an overall floor space of 115,000 sq. ft.

The Program

Monday evening's program, which included a brief address of welcome by President Fitschen, had for entertainment a band concert by the Central High School Band, "Echoes From Switzerland" by the Swiss Family Fraunfelder, University of Wisconsin Variety Program, West Side High School Tumblers and The Chanters of Zor Shrine.

Part of Tuesday evening's program was broadcast over Radio Station WKOW, including comments by Mrs. R. M. Kiefer, secretary and manager, National Retail Grocers Association and a concert by The Madison Civic Symphony Orchestra. In her formal address before the Wisco audience Mrs. Kiefer, speaking on "Opportunity Unlimited," reminded dealers that women, between the ages of 18 and 30 years, spend 50 per cent of the money spent in retail establishments in this country. Prior to the war there were but six and one half billions of dollars in circulation whereas the present total is 28 billion dollars. Despite the fact that this country has but 7 per cent of the world's total population. Americans have the predominant

share of appliances, automobiles, private homes, radio sets and other necessities or luxuries in the world. She emphasized the importance of inventory control and the need for caution in handling credit transactions as well as the maintenance of an attractive store exterior and interior as a means of attracting and holding trade. Have what customers want to buy, well placed in the store and with consideration of seasonal needs, she said. Be a public relations expert. Know what neighboring retail merchants in your own and other fields are doing and look at your own store objectively.

Other features of the Tuesday evening program were the Fraunfelders and a string quartet of four boys, accompanied by a girl pianist, all aged 11 years and playing as a group for the past six years. John Fitschen, son of Wisco's president, was the cellist of the group.

Executive Appointments

Three new executive appointments—each part of the expansion program—were announced during the convention. L. A. Olson, associated with the organization for 22 years, is now merchandise manager to direct and co-ordinate activities of Wisco's nine buyers. He has been a buyer since 1937, previously having served as a salesman. A. O. Edland was named as sales manager. He has been associated with Wisco for 22 years, the past three years as a buyer and previously as a salesman. J. R. Bennett, who will continue as steel buyer, has been given charge of opening new stores in Wisco's expansion program.

John A. Fitschen was re-elected

*rs need 'em...
can sell 'em!'
ORDER NOW!*

QUEEN

FARM SERVICE ITEMS

HOG AND POULTRY FOUNTAIN

Heavy cast iron bowl 14 inches long, 7 inches wide and 4½ inches deep. Finished in blue and orange enamel. Has two-piece lever valve with rubber valve gate which assures perfect operation. Galvanized strainer. Easily connected to any barrel or tank.

Order No. 43-HF. Shipping weight 15 lbs.

COMPLETE HEATED FOUNTAIN

This is the No. 43-HF fountain, above, in the No. 43-HA Queen Heating Attachment. Heating section 14-gauge copper bearing steel finished in orange and blue enamel. Ventilated door. Foolproof; cannot be knocked over or blown out. Keeps water from freezing in low temperatures. Has 2½-pint lead-coated kerosene reservoir. Operates economically. Comes with No. 2 Badger Burner.

Order No. 43-HHF. Shipping weight 31 lbs.

Heating attachment only (less fountain) 43-HA. Shipping weight 18 lbs.

ANTI-DOWN DRAFT "A" CAP

This "A" cap will prevent down drafts from blowing out fires in oil burning brooder stoves or tank heaters, located near buildings or trees. Made from 26-gauge galvanized iron, all joints electric welded. Shipped bundled in lots of 6.

Order No. 5-AC—5-inch, No. 4-AC—4-inch.



WATER CONDUCTOR CUP

Heavy cast iron cup finished in blue enamel. Can be easily hung on any pump to divert water in any direction. Made in 3 sizes:

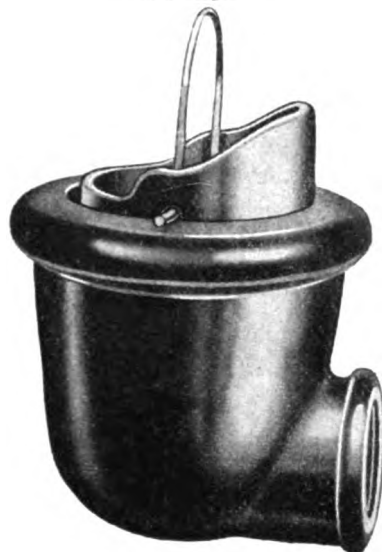
Order Numbers:

F-44-10 for 1¼-inch pipe.

F-44-11 for 1½-inch pipe.

F-44-12 for 2-inch pipe.

Shipping weight approximately 4 lbs.



7

*Handy Tools
in One!*



P RAKE TOOTH POINTS

Heavy cast iron. Overall length of points 6½ inches. New hole located 4½ inches back from inside edge to guard against splitting wood. Shipping weight approximately 1 lb. each.



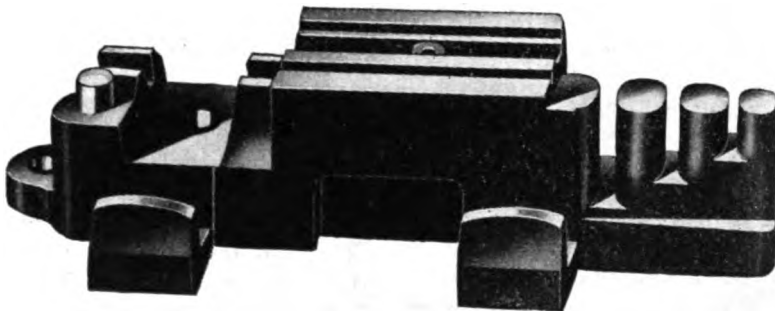
Square



F-44-8 Round



F-44-13 Split



33-LB. BAR AND GUARD REPAIR BLOCK

Sell your customers this handy REPAIR BLOCK. The following features will help them make cutter bar repairs on mowers, binders, and combines in a jiffy:

Attachment for removing sections from sickle • Punchout hole to remove section rivets • Holder for riveting cutter bar sections • Holder for removing guard rivets and changing plates • Guard plate riveting post • Knife straightening edge • Link detacher for various chains.

Heavy iron casting with bench mounting holes. Size 12" x 3⅞" x 3⅞". Packed 3 in a carton. Shipping weight 33 lbs. (Order No. 45RB.)

WRITE

for prices and recommended assortment for complete turnover and extra profit. Immediate shipment.



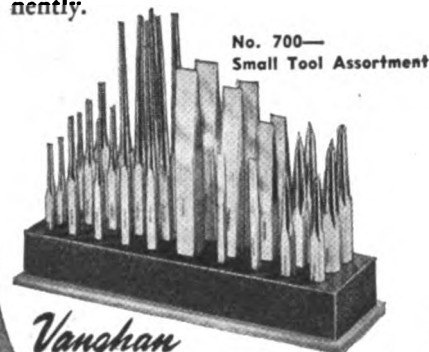
QUEEN STOVE WORKS, INC. • ALBERT LEA, MINN.
Manufacturers of the famous SUPERFLAME line of Oil Heaters • Kitchen Heaters • Floor Furnaces • Water Heaters • Range Burners



Good Tools FOR GOOD WORK!

Craftsmen quickly recognize the added quality of Vaughan Fine Tools, the added scientific design and balancing that reduce fatigue, and the limitless service these tools offer.

For Industry or Home—Vaughan Fine Tools bring Dealers quality customers. Display them prominently.



Vaughan

FINE TOOLS ARE OUTSTANDING IN

- ★ Design
- ★ Durability
- ★ Dependability
- ★ Materials
- ★ Craftsmanship

"IT ALWAYS PAYS TO
BUY A GOOD TOOL"

**Vaughan and
Bushnell**

MANUFACTURING CO.
Chicago 3, Illinois

president and general manager at the final meeting, Wednesday afternoon, the session being conducted by Roy Beat as chairman of the board. Darwin Follett, Colona, Wis., was re-elected vice-president and a member of the board of directors. Victor H. Lanning is secretary. Henry Kozelka,

Prairie du Chien, was re-elected to the board and elected treasurer. Newly elected director was Seward Lincoln, Dakota, Ill. Other members of the board are J. A. Fitschen; R. Baker, Hancock; and Col. F. H. Himes, Crandon. C. E. Mielke retired as a member of the board.

Promotions That Paid Profits

ANY type of civic or business promotion that serves to bring people to towns serves to bring those same people in contact with the stores of those towns. Following are a number of events which accomplished the purpose for which they were intended—bringing people to town and increasing business.

Days of '76

Cowboys and cowgirls pour into Deadwood, S. D., for the annual "Days of '76" sponsored by the chamber of commerce. The three-day event presents saddle bucking, steer riding, bulldogging, calf roping and bareback riding. A wild horse race is the feature of the event as well as a 4-H calf catching contest. In addition the Sioux Indians present races and the Black Hills saddle club flag race as part of the event which attracts many people to the town.

Farmers Entertain Business Men

The farmers of the Fort Atkinson, Wis., area recently entertained the merchants of that city in return for the many years' entertainment provided the farmers by the merchants. More than 400 farmers are organized as the "Fort Farmers" the purpose of which is to work out mutual problems with the chamber of commerce of that city.

Whisker Club

Business men and others of Prairie du Chien, Wis., let their whiskers grow for the annual opening of the historic Villa Louis. Members of the Whisker Club go out into surrounding territory and enlist others for the historical pageant which brings thousands of visitors to the city.

Farmer Market

The Chickasha, Okla., Chamber of Commerce has established free 10-stall space near the county court house as a farmers' market. The area

has been provided with proper signs, water, lights, trash disposal and is spaced to suit the convenience of the users. The purpose is to provide a convenient market for home grown produce, to the benefit of both the buyer and seller. This service is much appreciated by the farmers and many of them remain to spend at least part of this extra gain in Chickasha before returning home.

Stores Wheat

During the recent years of bumper wheat crops and shortage of storage space the Amarillo, Tex., Chamber of Commerce made arrangements for wheat growers, who need additional acreage to get space in their community or near by. The chamber also sponsors an agricultural exhibit at the annual "Tri-State-Fair."

4-H Honors Merchants

The rural folks of Shawnee County, Kan., appreciate the services rendered them by the merchants of Topeka and often invite them to rural doings. Recently the 4-H Clubs of the county held a fried chicken supper in honor of the Topeka Chamber of Commerce. Such fine spirit between city and country results in better city-rural relations.

Advertising Rodeo

More than 50 Waco, Texas, business men made a bus tour of 37 towns in the Waco trading area to advertise the annual rodeo. The bus tour was preceded by a sound truck which announced the place of entertainment in each town. The entertainment was provided free by entertainers from radio stations *WACO* and *KWTTX*. A newspaper reporter accompanied the tour. More than 40,000 persons were attracted to the rodeo.

"Silver Dollar Day"

A different twist to the "Dollar Day" promotion won new business for the merchants of Milford, Iowa. (Continued on page 215)

Plus Values of the ... BLACKSTONE DEALER FRANCHISE

Plus Value No. 2

MODERN and COMPLETE PLANT FACILITIES

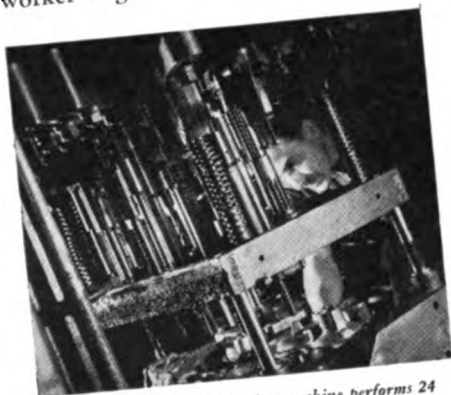
One very definite reason why Blackstone can produce a superior product and price it competitively is because Blackstone has the facilities and the equipment with which to produce quality goods economically.

At Blackstone you not only find modern structures, but you find a planned production flow, mechanized from incoming raw material to outgoing finished product. You find sub-assembly lines feeding the main production line just as you do in the giant automobile plants, that made America the greatest low-cost producer while paying the highest worker wages of any nation on earth.



One stroke of this 500 ton press forms a seamless Base Ring from a flat sheet of steel.

One in a series of messages to Blackstone's nation-wide network of selected dealers, in which facts—not claims—demonstrate why the Blackstone Franchise offers many plus values.



This multiple-spindle boring machine performs 24 separate operations in a single cycle.

If you're mechanically inclined, you will be impressed by the many automatic machines that perform single or multiple operations on a production basis yet hold unfailingly to precision tolerances. And you will see in the completeness of Blackstone's facilities and in the intimacy of Blackstone's manufacturing control, the reason for its ability to deliver product value impossible of attainment by less competent means.

BLACKSTONE CORP., Jamestown, N. Y.

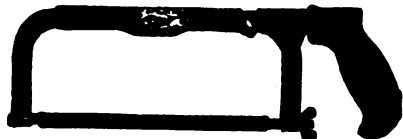
"America's Oldest Washer Manufacturer"



Only BLACKSTONE builds the *Combination Laundry*.
No other manufacturer offers as complete a line.



Each Forsberg HY-FLEX BLADE that carries the famous WHALE BRAND mark of quality is scientifically heat treated to add the toughness that gives these molybdenum blades practically equal performance with high speed, tungsten steel. They're gauged and checked throughout every step of their manufacture and given a stiff bending pounds test before you get them for quick sale.




The same characteristic Forsberg standard of quality in a popular line of WHALE BRAND Hack Saw Frames. Machine shop mechanics and electricians have found these rugged Frames always reliable. They're priced right, moreover, to give you over-the-counter action.

SPEED UP SALES WITH THIS SILENT SALESMAN

Order the fast moving Deal No. 1012 and get this Counter Display FREE! It holds sales making folders, as well, for your counter.



Get to know the constant sales action in — WHALE and VIKING BRAND HACK SAW FRAMES and HACK SAW BLADES. COPING SAW FRAMES AND BLADES, SCREW DRIVERS, HAND DRILLS, BAND SAWS. Ask for the catalog that describes these and other good FORSBERG TOOLS.



• MFG. CO., BRIDGEPORT, CONN., U.S.A.

A Five-Point Plan Turned Into \$200,000 Yearly

(Continued from page 106)

models of space-saving efficiency.

In addition to conventional hardware items, a consistent profit builder for Seattle Paint & Hardware has been the maintenance of a complete line of rental equipment, embracing spraying equipment of all kinds, sanders and edgers, waxers, portable power tools, and ladders. This department may prove to be a headache for some dealers, but Mr. Ziebarth has built rentals up to the point where they now account for approximately \$25,000 yearly. Here are the conditions he prescribes for a successful rental department:

What Makes Rentals Tick

1. A sufficient variety of tools to meet every requirement of the home handyman.
2. A well equipped repair shop with a competent service man.
3. Suitable precautions against theft.

The variety of tools which Seattle Paint & Hardware keeps on hand can be indicated by the fact that each of the three stores keeps 30 spray guns of different types on hand, and 20 sanders and edgers. These vary from light to heavy equipment. In spray guns they have the equipment to spray anything from a "foot stool to a battleship." Inventory of rental merchandise carried by all three stores cost approximately \$10,000. Daily rentals for larger items average as high as \$5.

A well equipped repair shop is an absolute necessity, Mr. Ziebarth has discovered, as customers are notoriously careless with such equipment. Obviously, an improperly functioning power tool for which a customer pays \$5 a day is a sure way to lose friends and antagonize customers. Repair work

for all three in the shop with back of Store \$500 worth of An experienced sole responsibility.

Theft which frequent loss but has minimum vanishing point that the customer identification. In matter of taking exercise care in others. Losses that now been reduced rates of about one month, for the stores.

The best advertisement for rental equipment has found to be the of the daily newspaper \$100 per month is a five-line advertisement headlined "For Rent attention getter, and it attracts customers from all parts of the city. Rental customers develop into hardware customers, well, especially for spray rental equipment such as lacquer and floor wax.

Credit Not Encouraged

Credit is not encouraged at Seattle Paint & Hardware. Ziebarth's feeling on this being that the individual who for credit, wants to borrow doesn't have the money to pay. Chances are that he will not have the money later therefore is extended credit to individual buyers or commercial accounts who can show a good reason for asking for it. Only 10 percent of the firm's net sales is made on credit.

The Ad Clinic

(Continued from page 120)

information you may have on books dealing with copy-writing, for this type of merchandising.

I have heard of a book published

in the form of "Advertising Directory" where many good sales and descriptive copy were arranged alphabetically. However, we have

HARDWARE



PADLOCKS NIGHT LATCHES

& BUILDERS HARDWARE



CYLINDER PADLOCK NO. 1626

Pin Tumbler Construction
All Brass Unit Cylinders—Unlimited Key Changes
CASE size 1 9/16" Solid Rustless Alloy.
SHACKLE 1/4 inch Hardened Steel Chromium
Plated.
CONSTRUCTION—Brass Pin Tumbler and
Brass Plug.
KEYS—2 Coined and Milled Brass.
FINISH—Chromium Finish.

*Packed one dozen in attractive display
carton in individual boxes.*

E. T. FRAIM LOCK COMPANY, INC.
LANCASTER, PENNSYLVANIA

able to find it listed in Canada.
e will welcome any information
may have, and thank you most
erely.

Yours truly,
BERNARD B. RICHMOND,
Advertising Dept.,
James Walker Hardware Co.,
Montreal, Canada

Mr. Richmond:

Thank you for your letter of Janu-
10th. One of the best books on
market related to copy writing
John Caples' "Tested Advertising
Methods." The book was published
Harper and Brothers in New York
y. Among the numerous other
books which may interest you, are
the following:

"Newspaper Advertising," by John
Lund. Publ. Prentice Hall.

"How to Write Advertising That
Sells," by Clyde Bedell. Publ.,
McGraw-Hill, N. Y.

"Successful Advertisements and How
to Write Them," by F. Allen Burt.
Publ., Harper & Bros., N. Y.

"How to Write Advertising," by K.
N. Goode. Pub., Longmans, Green
& Co.

I have not read nor seen "Adver-
ising Dictionary." However I have
made inquiries regarding the book
and will send you the name of the
publisher just as soon as I have it.

If I can be of any further assis-
tance, please do not hesitate to write
again.

Sincerely,
IRVING SETTEL.
* * *

Gentlemen:

Saw your Ad-Viser clinic in HARD-
WARE AGE. Do you sell this type of
information?

My husband has gone to rest and
I am operating our business as I
have been with the store for 20 years.
Thanks.

MRS. RAY SOUKUP,
Soukup's Hardware Store,
Hinsdale, Ill.

Mrs. Ray Soukup,
Soukup's Hardware Store,
Hinsdale, Ill.

Dear Mrs. Soukup:

Information and advice is offered
by the Ad-Viser Clinic as a free ser-
vice to HARDWARE AGE readers.

If I can be of any assistance to you
in solving your advertising problems,
please do not hesitate to write to me.

Sincerely,
IRVING SETTEL.

**"The name is
CHANNELLOCK"**

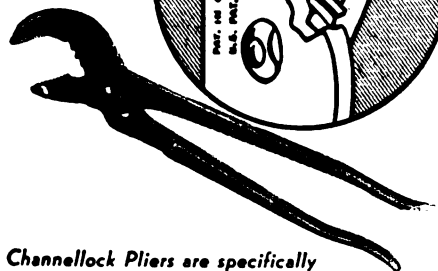
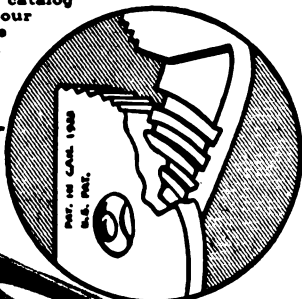


Choose the plier that meets your needs from our complete line.

Only these pliers incorporate the exclusive Channellock tongue and groove joint. This patented joint is far superior to the conventional type of adjustable pliers for these reasons:

1. Greater Strength.
2. Longer Wearing.
3. Closely Spaced Adjustments.
4. Self Cleaning.
5. Visible Adjustments.
6. No wear on Joint bolt.

Send for free catalog illustrating our complete line of Champion DeArment Channellock tools.



Channellock Pliers are specifically designed for:

Battery Work Ignition Work
Pump Repair Electrical Repair
Plumbing Work
General Automotive, Electrical,
Plumbing and Aviation Service
work

CHAMPION DEARMENT TOOL CO.
MEADVILLE • PA.

Only
Champion DeArment makes

CHAN NEL LOCK

Advertising Program Tied In With Current Conditions

(Continued from page 107)

vertising, the magic heading, "Now Available" and good copy separation technique will reach and pull in many customers.

According to E. Heider, advertising manager, the "Now Available" theme was adopted because many customers continue having trouble finding a variety of lines. Wherever practical, the items advertised are illustrated and those which are not so treated are mentioned in ruled boxes. Precise prices are quoted for many items with the range of prices being given in other instances.

Advertising Budget

The store's present advertising budget for six insertions a week, one column by 6 to 12 inches, is about \$85 a month as compared

with \$45 monthly when classified space was used.

Good Results

Mr. Heider says "we obtained very good results from those classified ads, but after a while many other merchants started to follow our practice. So many of them began using classified ads for selling both new and used merchandise, that the effectiveness of the program began to lessen. With something different we've obtained much increased reader attention and enjoy more business directly traceable to our advertising program."

Many customers now enter the store, pull out the paper, point to an item advertised and ask to look at the merchandise.

One Hole in a Returned Soldier's Protection

By ELTON J. BUCKLEY

ONE can hardly pick up a law book nowadays without finding one case, perhaps several, growing out of the war time law passed to protect an employee who gave up to the army a good job in which he had worked through many years, and who, besides the job, had attained a certain seniority which represented security besides money.

The theory was that when a man gave those advantages up to take part in the war, it was quite unfair to confront him, when mustered out, with another man filling his job and enjoying his seniority.

The law provided that when such a soldier came back, his old employer should give him his old job and his salary back, and also restore his former seniority to him.

In other words, place him as nearly as possible where he was before.

Little enough, it seems, when he had already made a heavy money loss, and possibly had lost a leg or an arm.

A great many cases have arisen out of this law. Almost all of them grew out of employers' efforts to get around this Act. Perhaps he had filled the soldier's job with a man he liked better, or who would work cheaper, or some union had worked

one of its men in and fought to keep him there.

Quite a number of these cases were won by the employer. All that were straight and clear—obvious gyps—were won by the employee, but there is one clause in the Act which opened the door wide to a dishonorable employer.

I have an inquiry now from a corporal who served nearly four years in the Army. When he signed up he was sales manager for his employer and making, of course, several times his pay as corporal.

His employer refused to give him his job back, relying on the clause I refer to, which says that if the employer's conditions and situation had changed during the war, he was not required to restore a soldier to his old job.

In the case of the corporal, the employer had revised his former system and now did his business through a system of local representatives requiring no sales manager.

The Court upheld the employer in his refusal to reappoint the corporal to his old position.

It did not appear whether this was a malicious scheme to oust an unpopular employee, but anyway it worked.

You Sell **1**



You Sell **2**



DOUBLE SALES COME EASY WITH *Identically Matched Colors*"

HERE'S WHY: Paint customers are immediately attracted to the idea of three different finishes in *Identically Matched Colors*. It means that when a customer buys Flatlux to tint his walls, you can also sell him the exact same color in semi-gloss or high-gloss enamel for woodwork and tinted furniture.

The customer gets perfect color matching without mixing. You get an easy way to sell two or even three products instead of just one.

The selling tie-in is a natural. The matching 3 include the fast-selling, one-coat Flatlux (flat wall finish), Satin-Lux (semi-gloss) and Glos-Lux (high-gloss). There are 2 colors in the line—all of them favorites in today's decorative schemes.

Exclusive sales territories are still available. Your neighborhood may be one of them. Mail the coupon today and let us give you full information.

Look at these selling features of *Identically Matched Colors*

- Three different finishes in identical colors
- No messy mixing to match colors
- Nothing to add—nothing to go wrong
- Makes modern decorating easy at low cost
- Wide range of decorator colors
- A finish for every kind of surface

FLATLUX SATIN·LUX GLOS·LUX

3 FINISHES IN IDENTICALLY MATCHED COLORS



THE PATTERSON-SARGENT CO.
1238 E. 38th Street
Cleveland, Ohio

Tell me more! How can I get a BPS franchise to sell identically matched colors?

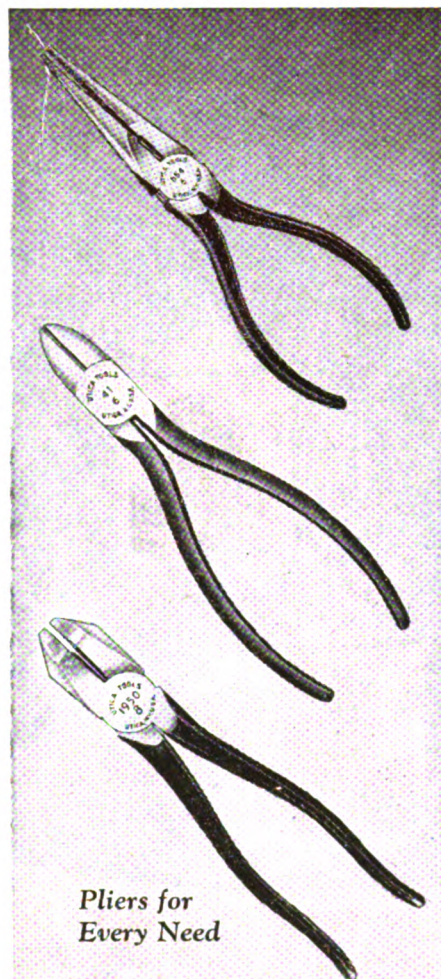
Name.....
Address.....
City..... State.....

Digitized by Google

Don't sign for any line unless you have complete details of "Identically Matched Colors"

Utica Tools

FOR MORE TOOL MILEAGE



Pliers for Every Need

Ever progressive, UTICA has adopted a process of *electronic hardening* of the cutting edges of UTICA Tools to insure greater strength and longer life—still more tool mileage. Sold only through recognized jobbers.

UTICA
DROP FORGE & TOOL
CORPORATION
UTICA 4, NEW YORK

Plumbing Manufacturers Expect To Meet Demand at Year's End

THE capacity of the kilns of manufacturers of vitreous china plumbing fixtures in 1948 is far in excess of their 1941 capacity.

This is revealed by a survey recently completed by the Vitreous China Plumbing Fixtures Association. The survey indicates an increase of 72 per cent in the gross kiln volume or cubic content of kilns for the production of vitreous china plumbing fixtures in 1948 as compared with 1941.

The survey covered 18 out of a total of 22 companies or 20 out of 22 plants in 1941 and 25 out of 29 in 1948. The over-all figures represent a comparison of cubic contents.

The increase in the volume of kilns is accounted for partly by the construction of new plants and partly by the expansion of existing plants. Also a factor in expanding the productive capacity of manufacturers of vitreous china plumbing fixtures is the introduction of new methods which enable existing kilns to handle more pieces in less time. Mechanization of manufacturing processes and streamlining of production methods has been pushed vigorously in recent months.

Expect to Meet Demand

Thus the industry is doing its utmost to meet the unprecedented demand for its products. It is believed that as a result of the greatly en-

larged capacity the existing manufacturers will, before the end of the year, be able to meet all demands for their products in the domestic market. Despite the pressure for shipments abroad, manufacturers are giving first preference to requirements in the United States, particularly in the housing field. Exports in 1947 amounted to less than 5 per cent of production.

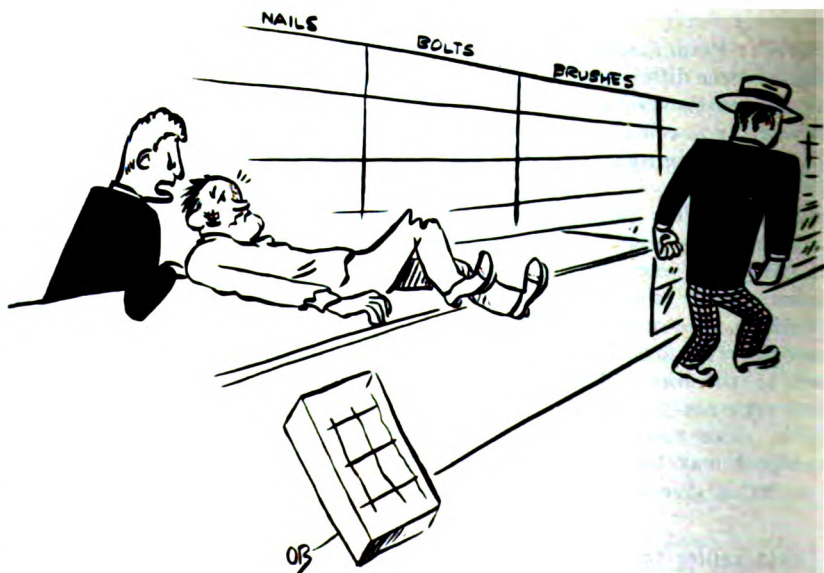
Vitreous Fixtures

The strong demand for vitreous china plumbing fixtures, both here and abroad, is the result of a general recognition of the advantages of this material. In the manufacture of vitreous china plumbing fixtures special high grade clays are fired slowly under controlled conditions in a continuous muffle kiln for approximately three days at high temperatures exceeding 2,300 deg. F.

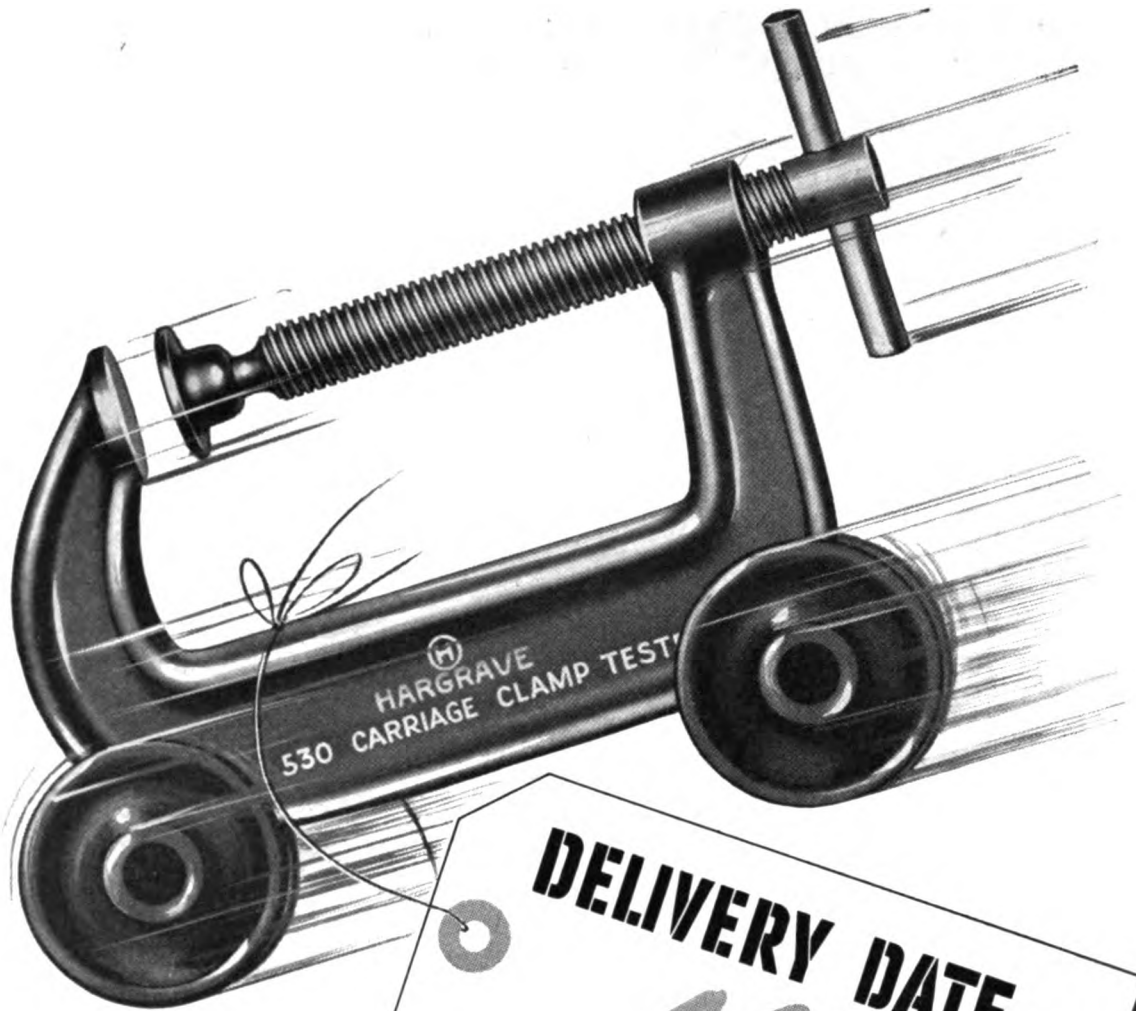
This extremely high temperature imparts a diamond-like hardness to the glazed surface of the fixture. The surface glaze fuses completely with the body of the pottery.

Thus vitreous china plumbing fixtures under normal conditions of use will give a lifetime of service. The surface is as easy to clean as the finest glassware or china dishes, and does not stain or discolor. It is impervious to virtually all strong acids and will withstand the abrasive action of scouring preparations.

Always Take It for Granted



"I've told you that the customer is always right?"



H
HARGRAVE
NO. 530 CARRIAGE CLAMP

No waits! No delays! High-level production now assures fast shipment from stock of top-quality Hargrave No. 530 Carriage Clamps . . . the best buy ever offered in a Carriage Clamp. No other Carriage Clamp on the market offers your customers so much value.

The frame is made of a powerful new metal far stronger than malleable . . . is *Individually Power Tested* to prove it will stand up under extreme pressure. Screw is heat-treated steel to eliminate bending and battering of threads. Avoid returns of clamps that can't take it! Keep the confidence of your customers by recommending Hargrave Carriage Clamps . . . they'll increase your sales! Openings, 3, 4, 5, 6, and 8 inches.

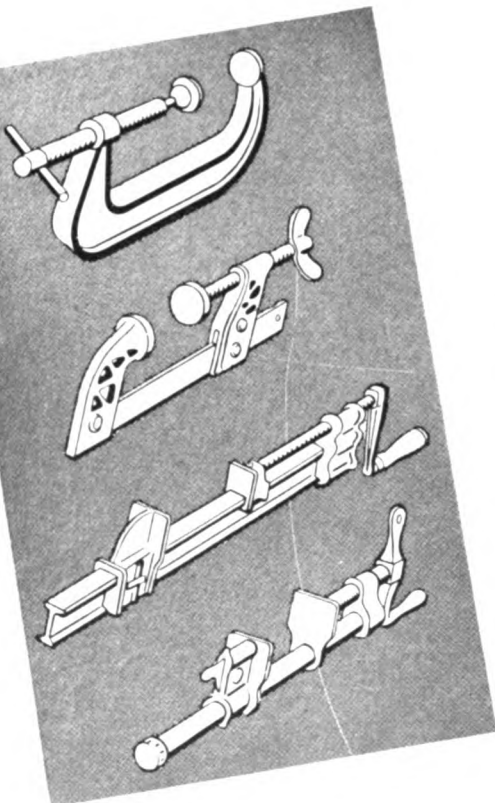
WRITE FOR CATALOG OF COMPLETE LINE.

SEE YOUR HARDWARE JOBBER

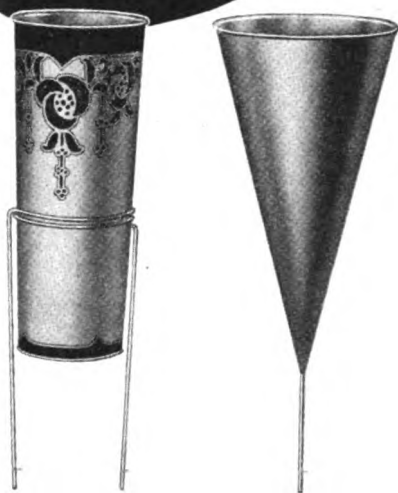
H
HARGRAVE

MONTGOMERY RD.
CINCINNATI 12, OHIO

The Cincinnati Tool Co.



METAL CEMETERY VASES and FLOWER CONTAINERS



METAL CEMETERY VASES

Made in a variety of sizes and shapes, with or without wire stands. Heavy gauge metal, attractively finished in green enamel.

TUB-SHAPED METAL FLOWER CONTAINER



Green enamel finish. Can be had in aluminum or own choice of finishes in quantity orders.

WALL BRUSH & COMB CASE

A handy item in popular demand. Variety of colors... Large mirror.



Penn

METAL FABRICATING CO.

WILKES BARRE, PA.

Sold through leading jobbers from coast-to-coast.



The sign catches the eye and the seeds complete the selling job.

Good Lawns Begin Here Says Sign—and They Do

A NEAT, attractive sign which reads "Good Lawns Begin Here," and is placed across the top of a seed display rack, helps the Midland Hardware, Midland, Mich., sell more lawn seed and fertilizer in the spring and fall. The special display stand is placed halfway down the main aisle of the store and has three display shelves. It is in a convenient location for waiting or browsing customers to spot and inspect the items on the shelves.

People who buy lawn seed and fertilizer at this location often pick up a rake, shovel and other garden tools as well, in order to do a better lawn or garden job.

Fishing Tackle Industry To Have Peak Year, Few Shortages

MORE than 18 million U. S. and Canadian fishermen will spend about \$100 million this year for line, reels, rods, lure and angling accessories, it was predicted recently. Richard H. Balch, president of Horrocks-Ibbotson Company, Utica, N. Y., one of the world's largest tackle manufacturers, assured a group of fish and game editors at a luncheon meeting in New York City's New Yorker that in spite of an increased demand, there would be plenty of tackle for every sportsman during the 1948 season.

"Although," Mr. Balch said, "we expect about three million new men and women to be bitten by the 'fishing bug' this year, the industry's ex-

panded production facilities will nevertheless make it possible for sportsmen to pick-and-choose their tackle for the first time since 1941

Bamboo Rod Shortage

"A shortage of split bamboo rods and level winding casting reels may still haunt us, but it will only be temporary, Horrocks-Ibbotson, itself is doubling its production facilities for these types of tackle."

One of the main bottlenecks in producing split bamboo rods, Mr. Balch pointed out, is the great difficulty in obtaining good quality bamboo which must be imported from the Orient.

Mother's Day Posters For 1948 Available

MOTHER'S Day poster for 1948 is lithographed in six colors and features the national slogan: "Remember Mother—America's First Lady." George J. Hecht, publisher of *Parents' Magazine* and chairman of the National Mother's Day Committee, urges retailers to keep the promotion and displays on a high and dignified level. Ordinarily retailers begin promotion two weeks in advance, but this year, as Easter comes early on March 28th, there remain 36 selling days to Mother's Day. Mr. Hecht further requests that as this is the only official Mother's Day poster, and that it ties in directly with the national publicity theme for May 9th, retailers display only the official posters and co-ordinated sales helps. Display material has been designed in several sizes. A broadside which will be sent upon request to 393 Seventh Ave., New York City 1, describes the various items obtainable.



HARDWARE AGE

The Chips are Down in the Kitchen Tool Business

EKCOLINE Kitchen Tools

TO MAKE WORK FUN AND
BRIGHTEN UP YOUR KITCHEN



BARGAIN!

7-PIECE SET (INCLUDING RACK) \$6.04 VALUE . . . ONLY \$5.49
Available with Red, Yellow, Blue or Green Handles
INDIVIDUAL TOOLS. 69¢ (LADLE, WHISKER,
STRAINERS, 79¢, 89¢)

Save Wear and Tear on
Your Hands With These
Smooth New Tools

These new Ekcoline Kitchen
Tools have scientifically designed
"wing grip" handles that won't
roll or slip in your hands.

And they're easier to use because
better balanced. And stronger be-
cause precision made of resilient
hardened stainless steel.

Get Ekcoline Kitchen Tools and
be proud of your kitchen. Take
advantage of these special bar-
gain set offers while they last.
Find them at good hardware, de-
partment, or appliance stores . . .
wherever good housewares are
sold.

EKCOLINE
Kitchen Tools

Precision Made
by EKCO



NO OTHER KITCHEN
TOOL OFFERS ALL

6 FEATURES

- 1 "WinGrip" Polished Plastic
Handles won't slip or roll
in hand.
- 2 Electro-Welded Joints—
Cannot Collect Dirt—
Stronger.
- 3 Resilient Hardened
Stainless Steel.
- 4 Lustrous Mirror Finish Blades
and Bowls.
- 5 Heat Bonded Shafts—Can't
Pull Out of Handles.
- 6 Convenient Hang-up Holes
in Handles.

Advertising Chips are Down

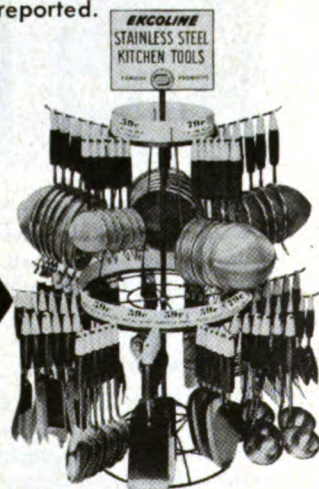
Biggest advertising support in kitchen tools history
is behind Ekcoline. Last fall full color pages in
Life and American Weekly . . . this spring color
advertisements in Life, Ladies' Home Journal,
Woman's Home Companion. Lots of them, too...ads
averaging every three weeks during the spring
selling season.

Merchandising Chips are Down

Here's a deal with real blue chip value to you.
It puts you in the Ekcoline Kitchen Tool Business in
less than three square feet of counter space . . .
and with a nominal investment that is quickly
recovered. Because Ekcoline Kitchen Tools move
fast, backed by big national advertising display.
In use everywhere . . . everywhere successful.
Thousands on counters today . . . with sales in-
creases of up to 300% reported.

Ads like this are running
frequently all spring in
Life, Ladies' Home Journal
and Woman's Home
Companion.

Ekcoline Merry-Go-
Round Deal is available
now. Supplies are limited
—see your Ekco sales-
man and place your or-
der now to be sure of
early delivery.



EKCO

The Biggest Name in Housewares

Ekco Products Company, Chicago 39, Ill.

National Sales Representatives, D. E. Sanford Company

GENERAL HARDWARE --	APPLIANCES --	PAINTS --	BUILDERS HARDWARE
TOOLS --	HOUSEWARE --	CATALOGS --	SPORTING GOODS --
TOYS --	GIFTS --	WHEEL GOODS --	SHELF HARDWARE
DISPLAY AIDS --	SPECIALTIES --	FARM	
PLUMBING AND HEATING SUPPLIES			CUTLERY
ELECTRICAL GOODS			-- HAND AND
POWER TOOLS			-- SALES LITERATURE
CORDAGE			COOKING AND HEATING STOVES
	SHRINE H		
	INDUSTRIAL HARDWARE		
	HARDWARE --	LAWN AND GARDEN SUPPLIES --	ABRASIVE PRODUCTS

WHAT'S NEW

in HARDWARE

Dry Cell Batteries

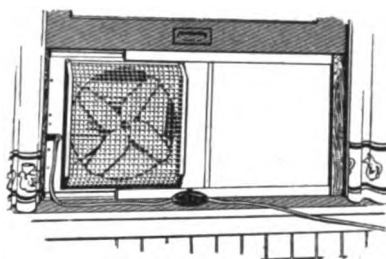
Winchester Repeating Arms Co., 275 Winchester Ave., New Haven, Conn., offers improved "Hi-Power" dry cell batteries, with nearly double the life and power of their predecessors as measured by the American Standards Association light industrial flashlight cell test. Batteries are available in No. 1711 size AA, No. 1311 size C, and No. 1511 size D, left to right below. Sizes are suitable for flashlights, port-



able radios, hearing aids, scientific instruments, model airplanes and other devices. Guaranteed shelf life is six months for AA, 12 months for C, and 18 months for D.

Kitchen Exhauster

Portable Exhauster was designed primarily for use in the lower sash but may be placed in the upper part of the window, resting on the top of the lowered upper sash. Wire guard on the exhauster is removable for cleaning the unit. Unit is placed in the window nearest the stove with louvered hood to outside. Fan should be turned on before starting to cook. Said to eliminate frequent need of washing woodwork, walls, and ceiling. Also ideal for taking out bathroom odors. It is adjustable to fit sash windows from 24 to 33



in. wide. Extra extension for windows up to 43 in. is available. Has shaded pole type motor and an 8 in. fan which operates at 1800 RPM. Used with AC only, it has a capacity of 350 CFM. Suggested to retail for \$10.95 it is finished in ivory enamel. W. B. Marvin Mfg. Co., Urbana, Ohio.

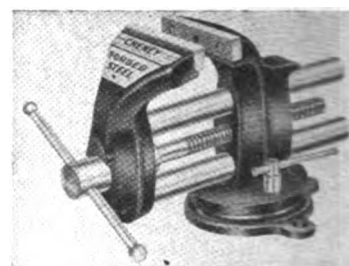
Universal Scale

Landers, Frary & Clark, New Britain, Conn., offers a streamlined styled, floating top health scale with smooth, rounded corners and edges. Finish is baked enamel and a large corrugated rubber mat is provided. "Mag-Nif-Eye" elevated dial with large, easily read markings, enlarges the figures about 50 percent. Dial is covered by an unbreakable transparent shield. Scale gives accurate weight to 250 lbs. within usual tolerances.



Forged Steel Vise

Henry Cheney Hammer Corp., Little Falls, N. Y., offers a forged steel vise for home owners, farmers, garages, etc. Vise has a 3½ in. jaw width, opens to 3 in. and, due to its drop forged steel front jaw and body, an extra wide throat, 2¼ by 2¼ in., is provided. Sliding bars protect a 6-pitch thread screw equipped with a long lever. Replacement parts are available if nec-



essary. Front jaw and body are finished in maroon and jaws, screw and lever, side nut and lever are highly polished.

Porter Cutters

H. K. Porter, Inc., Somerville, Mass., is offering its redesigned improved line of hand power cutters featuring a new degree of ease, strength, safety and performance in the cutting of bolts, rods, wire, cable, chain, bars and metal of all kinds. Cutters have curved toe-in handles, making an easier and stronger pull, broad rounded palm-fit grip, no protruding screws or bolts, metal safety handle stop, jaws marked plainly showing capacity and type of metal safety cut and red color finish. Maker claims 30 percent greater tool strength than former models in sections and handles.

Approved . . .

by the National Coffee Association



twin-handle
flavor-savor
by Federal

TRIPLE-COATED
PORCELAIN-ON-STEEL

drip
coffee
maker



Federal's Flavor-Savor drip coffee maker has won the Seal of Approval of the National Coffee Association in recognition of its fine design and ability to produce a consistently good brew. Every Flavor-Savor now carries the Association Seal; convincing evidence to your customers that here is an excellent, dependable buy. Flavor-Savor is *triple-coated* porcelain on heavy gage steel. Water container and coffee basket made in one piece for easy removal. It's a best seller everywhere.



FEDERAL ENAMELING & STAMPING CO.

Pittsburgh, U. S. A.

"World's Largest Manufacturer of Porcelain Enameled Kitchenware"



Twin handles for easy removal of one-piece water container and coffee basket.



Triple-coated stain-resistant porcelain assures peak flavor in every potful made the Flavor-Savor way.

Assortment consists of four colors: red, blue, yellow, green.

SOMETHING BRAND NEW!

A real Spring Steel
Lawn Rake to sell
UNDER \$1.00
The new #48
"KLEEN-UP"



Send for a sample
and start your
KLEEN-UP for 1948



And **DON'T FORGET**
OLD RELIABLE
#41 KLEEN SWEEP
the fastest selling
Lawn Rake on the
market today.



**Both KLEEN SWEEP
and KLEEN-UP**
are sold through
Hardware **JOBBERs**.

NOTE: Some territories are open
for live wire distributors.

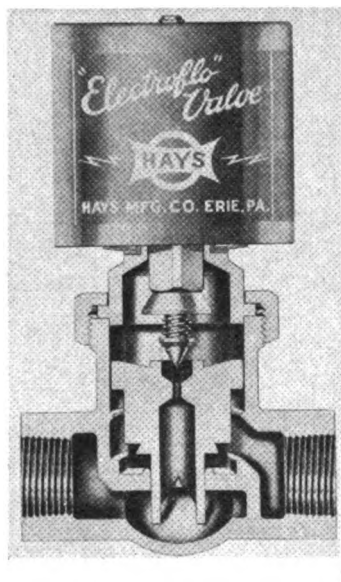
Better write today!

RUGG MFG. COMPANY
GREENFIELD, MASS.

WHAT'S NEW

Electroflo Valve

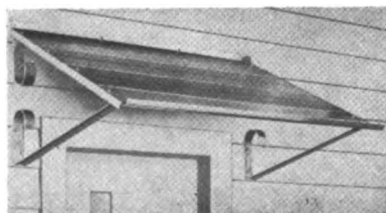
Hays Mfg. Co., Erie Pa., offers the electroflo valve which combines the power of electricity, flow pressure and



gravity. It is said to deliver maximum flow at minimum operation and product cost and assures carefree operation, without maintenance problems. It will operate on water, oil, steam or air. It is self-closing, quick acting, anti-hammer and packless, according to the maker. It permits remote control, automatic control, time cycle operation. Electroflo valve has three selections of piping methods: Inlet and outlet, female iron pipe; inlet and outlet; flared copper tube; inset and outlet, solder connection.

Aluminum Canopies

"Hollywood" door and window canopies constructed of satin finished aluminum are available. Maker claims they will not give or warp even under the heaviest weight of winter snow. The etch finish is a fine undercoat for paint. Canopy is 42 in. wide by 32 in. deep. Weight 10 lbs., shipping weight, 14½ lbs. Unit is packed 1 to a carton, complete with stainless steel screws and nuts and bolts necessary for hanging. Canopy has hardened aluminum



brackets and spot-welded seams, which give a clapboard effect. Claimed to support a factory-tested dead weight of 235 lbs. Maker says that it will not sag, warp, rattle, or flap. Suggested to retail for \$13.95. Colgate Mfg. Corp., Amityville, L. I., N. Y.

Rotary, Cross Slide Table

Chicago Tool & Engineering Co., 8383 S. Chicago Ave., Chicago 17, Ill., is making the Palmgren No. 82 indexing and cross slide table with 360 deg. graduated rotary top. It can be rotated manually or locked securely in any desired position. Table is 8 in. in diameter and T slots are provided for convenient mounting. Cross travel is accomplished by feed screws and calibrated accurately in thousandths. Adjustable gibs are provided for take-up



due to wear. Has maximum travel of 4 in. Machining of all parts is held to close tolerances. Suggested to retail for \$39.75.

'Goosie Gander'

Nation-Wide Mfg. Co., 737 N. Michigan Ave., Chicago, Ill., offers the Goosie Gander pulltoy made from lustron Polystyrene plastic and steel. Concealed mechanisms flap the wings and bob the head while the Goosie "honks" along. The toy is red and yellow with



a yellow ball button. The shipping weight of the toy is about 80 lbs. to six doz. Toy is packed with gift card and is 10½ in. high, 14 in. long and 15½ in. wide.

NEW!

BERNARD

TRADE MARK REGISTERED

HEDGE CUTTERS

Users enthuse about them
BECAUSE...

though they're rugged and husky,
they *feel light, less tiring to use.*

That's due to good designing, proper
balance, the keenest edge that cut-
ters can have.

Stock, display and push BERNARD,
the "work-easy" Hedge Cutters



NATIONALLY ADVERTISED

Bernard is using mil-
lions in circulation to
tell *your customers* the
advantages of BERNARD
HEDGE CUTTERS.

**ORDER FROM YOUR JOBBER TODAY
DESCRIPTIVE FOLDER ON REQUEST**

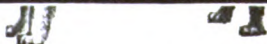
Faithful



Quality Since 1870

BERNARD

TRADE MARK REGISTERED



22" long
8" blade

WM. SCHOLLHORN CO., 81502 CHAPEL ST., NEW HAVEN 9, CONN.

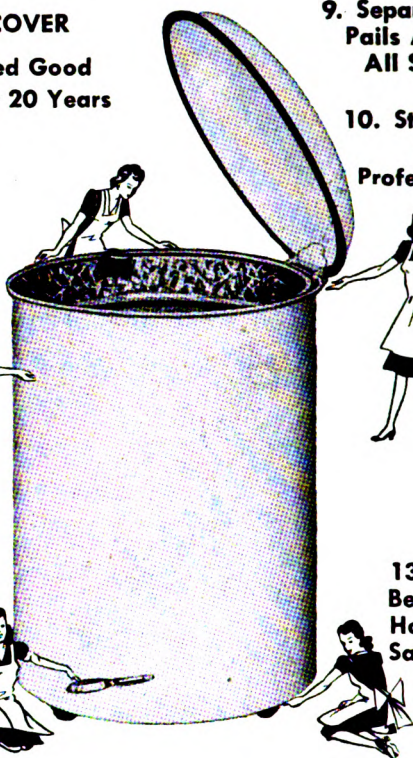
PROFIT-WISE BUYERS

CONCENTRATE ON

Sanettes

Here are fourteen reasons Sanette sells so fast. Buyers need no other line because no other kitchen can has all these **QUALITY** features:

1. RUBBER EDGED COVER
2. Earned and maintained Good Housekeeping Seal Over 20 Years
3. GUARANTEED LEAKPROOF PAIL
4. Consistently Nationally Advertised
5. LASTING FINISH BAKED ON
6. Many Remain in Use After 10 Years' Service
7. Four Popular Sizes: 12, 14, 16 and 20 Quart Capacity
8. EASIEST ACTING Chromium Plated Foot Pedal
9. Separate Replacement Pails Available for All Sanettes
10. Streamlined Style.. Designed by Professional Designers
11. Patented Spring Hinge Closes Cover Automatically
12. Matches Every Modern Appliance
13. More are Sold Because So Many Housewives Know Sanette Quality
14. Four Rubber Feet.



The SANETTE INNER PAIL IS

Guaranteed WATERTIGHT

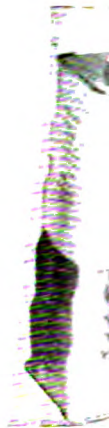
It is made of heavy carbon steel, not easily bent or dented. Edges are tightly seamed. Then the pail goes through a special process after forming to make it positively watertight. Result—it wears longer; cleans easier.

All these exclusive Sanette features mean **extra value** for your customer and **extra profits** for your store. Sanettes are sold exclusively through the independent trade at established retail prices—never through chains or mail order houses.

MASTER METAL PRODUCTS, Inc.
273-291 Chicago St. Buffalo 4, N. Y.

WH

Mason
"Rain
Products
Mich., is



pellent. This pro
and through the
and spreads a
matter that repe
it does not evapo
it is applied to;
It is said to guar
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becoming discolo
that its product
cement floors by
loose particles. Rai
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is available in quant
55 gal. drums.

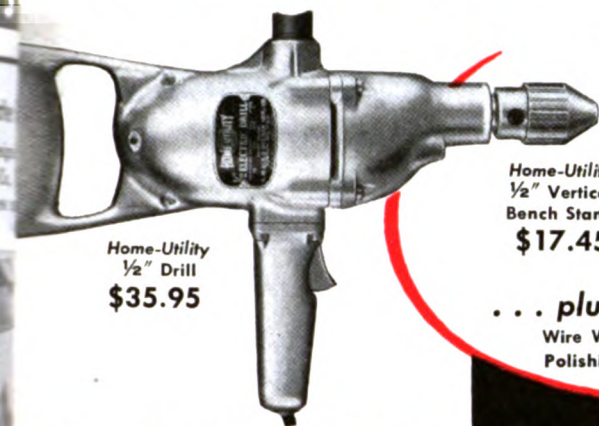
Steak Knife Set

Queen Cutlery Co.
Ave., New York City
knife set, including
vidually packed in a
lined with velveteen. K
uine bone stag handle w
9 3/4 in. overall. Made o

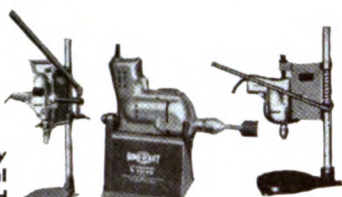


chrome vanadium steel. Mak
knives will not stain, or rust
keep sharp cutting edge. Design
comfortably in the hand.

A Fast-Selling, Versatile Electric Drill Line!



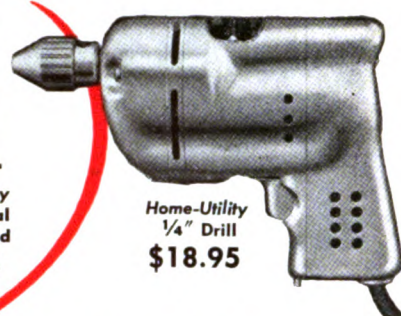
Home-Utility
1/2" Drill
\$35.95



Home-Utility
1/2" Vertical
Bench Stand
\$17.45

Home-Utility
1/4" Horizontal
Stand \$3.35

Home-Utility
1/4" Vertical
Bench Stand
\$11.45



Home-Utility
1/4" Drill
\$18.95

... plus

Wire Wheel Brushes—Buffing &
Polishing Kits—Abrasive Kits

National Advertising!



... over eight million advertising messages
month, in four national magazines, hammer
ay at your customers to pile up new de-
nds for Home-Utility Electric Tools for
mes, farms, hobby shops, repair kits!

**TIE IN
with This
POPULAR
NAME**

**FREE DEALER NEWS-
PAPER MATS!**

... to help you
tie in your local
advertising with
our own national
Home-Utility
program ... and
boost your sales
of Home-Utili-
ty Tools!



Special Promotions!

... for Extra Seasonal Sales Drives—
featuring the familiar *Home-Utility* Name!

HOME-UTILITY ELECTRIC TOOLS

**Colorful Point-
of-Sale Material!**



... and
**CASH IN
on This**

**MERCHANDISING
Program**

National advertising—special promo-
tions—dealer newspaper mats—
colorful point-of-sale material—a
versatile Electric Drill Line! "Home-
Utility" gives you all this! That's
why it pays to tie in with this
nationally-known line! *Remember
the name*—"HOME-UTILITY"—
has national sales-appeal! *Push the
name*—"HOME-UTILITY"—for
extra sales, extra profits! Order these
fast-selling Drills, Drill Stands, Acces-
sory Kits and Wire Wheel Brushes
from your nearby "HOME-UTIL-
ITY" Distributor today—and get
your share of this profitable business!
THE BLACK & DECKER MFG.
CO., DEPT. H-653, TOWSON 4, MD.

Talk "HOME-UTILITY" ... Push "HOME-UTILITY" ... Sell "HOME-UTILITY"!

IMMEDIATE SHIPMENT!

Carbide Tipped MASONRY DRILLS

75% faster—use in electric drill or hand brace on concrete, brick, stone, masonry and all non-metallic materials.

BIG SALES TO

Plumbers Builders
Contractors Electricians
Home Owners
Maintenance Men

Extra and standard lengths



Also available in sets

WRITE FOR CATALOG SHEET AND PRICES, TODAY!

STANDARD AND SPECIAL

SUPER

Carbide Tools

SUPER TOOL COMPANY

21650 HOOVER ROAD • DETROIT 13, MICHIGAN

SURPLESS-DUNN CO.

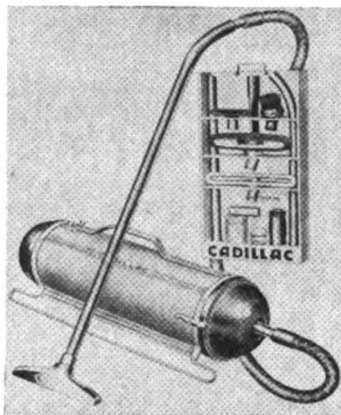
National Distributors

NEW YORK • CHICAGO

WHAT'S NEW

Cadillac Vacuum Cleaner

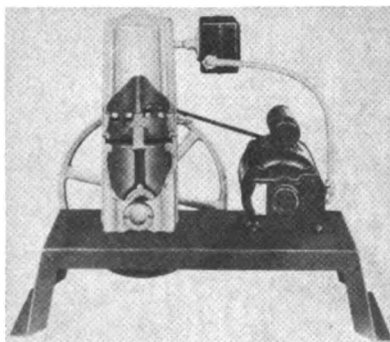
Cadillac vacuum cleaner model "600" features the "magic wand," a two-piece tubular extension made of Etho-Cell



plastic. The extension is very light in weight and is claimed not to crack, dent or get out of round. Also available is the upright model which combines suction with the beating sweeping action of a motor-driven brush. Both have powerful motors with 2-speed operation. Control switch provides high speed for deep, thorough cleaning or low speed for cleaning delicate fabrics. *Clements Mfg. Co.*, 6652 S. Narragansett Ave., Chicago, Ill.

Edwards Diaphragm Pump

Water pump which is claimed not to be damaged by sand or abrasive in the water is being produced by the *Edwards Co.*, Sanford, N. C. Rubber

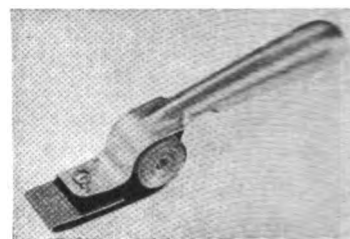


diaphragm allows for simplified internal construction doing away with crossheads, guides, packing glands and other parts. Water cannot pass the diaphragm to reach the bearings. Full ball bearing construction is employed with bearings grease packed for life at the factory. Maker guarantees the diaphragm to provide two years normal

home service. Pump is available in 275 and 375 gals. per hr. sizes driven by 1/6 and 1/4 h.p. motors. Finished in two tone paint. To provide convenience for dealer, pump is shipped in a carton which has a wooden insert stiffener.

Matglo Sander-Scraper

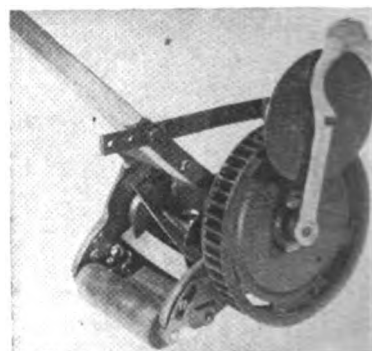
Glober Mfg. Co., 5640 S. Lake Park Ave., Chicago, Ill., offers the Matglo sander-scraper which enables, carpenters, painters, hobby builders, farmers, etc., to accomplish sanding and scraping with least possible exertion. Unit is equipped with a handle and consists of a flat plate, felt covered, over which is stretched the sandpaper. Above and to the rear of the plate is the reserve



roll of sandpaper which is fed over the plate and folded up and on top being locked into position by a setscrew. Device comes in one width, 1 in. May also be equipped with emery cloth for metal or wood. Suggested to retail for 49 cents.

Mower-Edger

Holcroft Corp., 354-6 Aliso St., Los Angeles 12, Cal., offers the mower-edger which is a combination small lawn mower, edger, trimmer and finisher. It has 5 hardened steel blades, ground to knife edge sharpness, and they have easily adjustable cutting heights for any type of lawn. To use the tool-steel edging disc, turn mower upside down with the plow toward the concrete and the disc and plow cleave a perfect edge, says maker. It is suggested to retail for \$18.95.



The quality
CEMENT PAINT
 made by a
 cement company



● A large cement company stands back of Medusa Portland Cement Paint. This paint is not untried and unproved, but has gained its reputation with contractors and painters as the most dependable paint for concrete, stucco, and masonry *after 28 years of successful use*. That's why you can sell Medusa Paint with complete confidence . . . be assured it will give your customers the kind of satisfaction they want.

NATIONALLY ADVERTISED

You'll benefit from all Medusa's advertising. But the paint advertising will do more than ever in producing sales for you. This year, Medusa Paint advertising is reaching millions of people through the pages of *The Saturday Evening Post*, *Better Homes and Gardens*, *Small Homes Guide*, and other leading home and building publications. In addition, there are folders, booklets, counter signs, newspaper mats, window decals—everything to build sales and profits for you.

Why take a chance with unproved brands. Stock, sell, profit, on Medusa Portland Cement Paint—the standard for quality throughout the industry.

**FOR CONCRETE,
 STUCCO, AND MASONRY**

Protects and decorates. Equally effective on exteriors and interiors. Above or below grade. Brushes or sprays on. Mixes with water. Seals masonry. Checks water. Ten colors. Packed in 5, 10, 50-pound metal containers.

MEDUSA
PRODUCTS DIVISION
 of MEDUSA PORTLAND CEMENT COMPANY

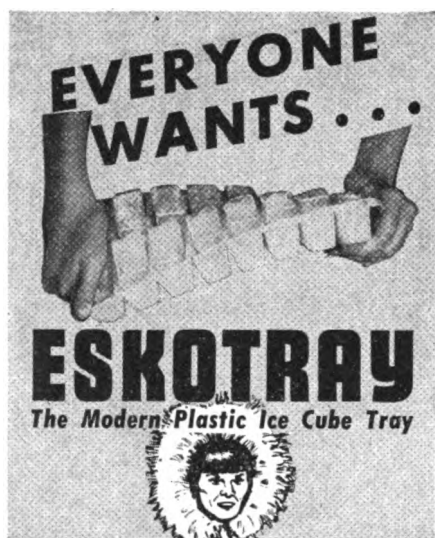
1019-1 Midland Building • Cleveland 15, Ohio

Also made by Medusa Products Division of Canada, Ltd., Paris, Ont.

Distributors Everywhere

8 CEMENT PLANTS AND 3 WAREHOUSES





Mr. Dealer:

1948 IS ESKOTRAY YEAR!

We have merchandised ESKOTRAY, from raw material to the freezing compartment of Mrs. Smith's refrigerator, to sell and sell. Quick convenient ice cubes.... truly....at a twist of the wrist! Priced for activity, discounted for liberal dealer profits, packaged and displayed for eye appeal ESKOTRAY sells and repeats because your customers will be ESKOTRAY'S best advertisers.

Order now from your jobber or address your inquiries to us.

Yours very truly,

B. C. Jones

Sales Manager
ASSOCIATED PLASTIC COMPANIES, INC.

201 N. WELLS ST. CHICAGO 6, ILLINOIS

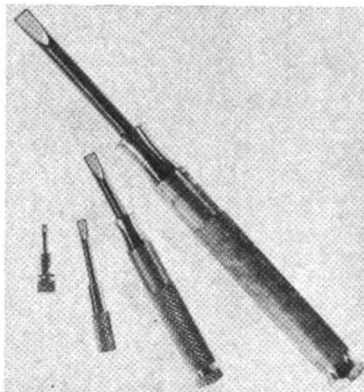
COUNTER DISPLAY PACKED IN EACH ONE DOZEN CARTON. AD MATS ON REQUEST



WHAT'S NEW

'Quadriver'

Drake New England Corp., 265 Church St., New Haven, Conn., offers the 'Quadriver' made of aluminum. It



is a screw driver with four different-sized, steel-bit screw drivers neatly nested in one aluminum handle. Knurled, handle is well balanced. Packed four doz. in a merchandising type box with pop-up bull's eye for counter and window use. Suggested to retail for 69 cents each.

Gasket Material Kit

Porter Mfg. & Supply Co., 2500 W. 6th St., Los Angeles 5, Cal., offers a complete gasket-making kit for farm and trucking use, industrial maintenance down to individual use. It consists of two-sized rolls of flexible gasket material, tape form and a bottle of flexible gasket cement. As the cement and the gasket tape withstand vibration and shock and are not affected by aliphatic fuels, oil or water, says the maker, the products lend themselves to



a variety of repair jobs. Cement is suited for automotive or industrial belt dressing needs. Kit is compact and light in weight.

Queen Cutlery Catalog

Queen Cutlery Co., 200 Madison Ave., New York City 16, has issued a catalog in loose leaf form, so the pages can be slipped out. All knives, sets and display pieces are illustrated and described.

'Mini Perk'

Fireglas, Division of Polan Industries, Huntington 19, W. Va., offers a 2-cup glass percolator known as Mini Perk. It has a durable aluminum insert and lid. Features a flame-proof plastic handle and polished stainless steel. Can be used as hot syrup server, cocoa or tea pot, etc. Packed 24 to carton with 4



percolator bodies free to cover heat breakage or loss. Shipping weight 25 lbs.

Retailers Income Tax Guide

Fairchild Publishing Co., 8 East 13th St., New York City 3, has issued the 1948 revised edition of Fairchild's Income Tax Guide for Retailers. Harold Gold and Louis Haimoff, the authors, include all the latest treasury department rulings and their interpretations, to aid the retailer. It contains all the regular features and not only helps the merchant prepare his tax return step by step but serves as a year-round aid in making business decisions that will ultimately effect his taxes. Special sections are devoted to individual, partnership and corporate firms with the advantages of each discussed. Suggested to retail for \$2.75.



SPOTLIGHT YOUR SALES STAR!

Give SOILAX a big play in your housecleaning section, then watch your profits roll up!

15,126 hardware dealers from coast to coast report Soilax outsells all other brands of cleaners! Your customers *want* Soilax and look for it in *your* store. Make sure you display Soilax right in front of their eyes—they'll see it quicker, *buy* it quicker!

Nothing sells better than display, no cleaner sells faster than Soilax—combine the two and you've got an unbeatable profit team! And remember, your big Soilax profits are Fair Trade Protected!

NEW, SURE-FIRE DISPLAYS!

NO RUB! NO SCRUB!
BEST FOR ALL HOUSE CLEANING

Soilax

Large, colorful window banner.

Free samples—the world's best salesmen!

Window or door poster—gets 'em coming or going!

Soilax

ECONOMICS LABORATORY INC., ST. PAUL, MINN.



WRITE TODAY
FOR FULL
PARTICULARS

PROVEN PERFORMANCE

under every condition imaginable makes BROMA Chrome Finish Aluminum Paints the most desirable in America. BROMA'S unique qualities insure surface protection for metal, wood, concrete, plaster, canvas, and other materials. Capitalize on its nation-wide popularity . . . order BROMA paints today!

Free sales promotion material available

MASTER BRONZE POWDER CO.
HAMMOND, INDIANA, U.S.A.

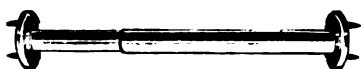
The Best Are BETTER BRAND mouse and rat TRAPS



- METAL OR WOOD TRIGGER
- FOUR-WAY ACTION
- OIL TEMPERED SPRINGS

McGILL METAL PRODUCTS CO.
Marengo, Illinois

SHELBY—DEPENDABLE HARDWARE



The New Look

When your customers have Shelby Adjustable Closet Hangers in their homes, they need only look once to find their choice—and the New Look clothes will hang in style.

There's a ready sale for Shelby Adjustable Closet Hangers in every home. They're adjustable in length and easily installed.

Take a look at this profit item — Shelby's Hardware of the Month. Your Jobber has them!

THE **Shelby** SPRING HINGE CO.
SHELBY, OHIO

WHAT'S NEW

'Eversharp' Mower

Midwest Mower Co., St. Louis, Mo., is introducing the "Eversharp" lawn mower. Two blades simultaneously at the cutting surface are found to be most efficient, says maker. New features of protection are included to provide longer life for lower cutter bar and resistance to impact shock and foreign objects. Eversharp has 16 in. cutting width with five blades, double pawl clutch, cutting blades and lower cutting bar of crucible steel, precision ground for perfect alignment and double set screws. Adjustment for light or heavy lawns has a range of from $\frac{5}{8}$ to $1\frac{1}{2}$ in. Has ribbed rubber tires and rigid tubular steel snap-on handle, balanced weight of 34 lbs., and is available with cast side frame or all-steel frame.

locks into a real seat for baby. Wide arms and back provide safety and com-



fort for the child. Unit has built-in deflector and plastic vinyl straps. Suggested to retail for \$6.95.

Six-Shot Apache Air Pistol

National Cart Corp., 330 S. Fair Oaks Ave., Pasadena 2, Cal., offers the .250 cal. size Apache air pistol. The pistol penetrates $\frac{3}{4}$ in. pine easily, says



maker. Gun features easy squeeze trigger, an automatic six-shot magazine, precision rifled barrel automatic safety, adjustable sights, inlaid pattern grip and a fast, easy pump action. Claimed to be completely rust-proof—it is fully guaranteed on a lifetime factory service basis. Made entirely of brass and aluminum. Other features of the Apache air pistol are: All brass valve parts, duotone finish, and air reservoir storage. Packaged in a simulated walnut display box, the gun is $11\frac{1}{2}$ in. long and weighs 20 oz.

Revolving Lawn Sprinkler

W. D. Allen Mfg. Co., 566 W. Lake St., Chicago, Ill., offers the revolving lawn sprinkler cataloged as No. 7-11. Water is sprayed in a twisted and swirled pattern in the air to fall evenly on the lawn, says the maker. Streamlined in design, sprinkler has a red base, polished brass arms and free-running bronze bearing. It sprays 6 gals. per minute in a 36 ft. circle at 30 lbs. sill cock pressure.

Farm Dinner Bell

Design for Outdoor Living. Harrington, Ill., offers dinner bell for farm ranch or estate. Clipper is adjustable to control volume. Bell is 14 in. diameter, 9 in. high. Supporting bracket, 18



in. wide. Black or white enamel finish. Shipped assembled, with cord, weighing 35 lbs. Suggested to retail for \$15.

Infant Trainer

Cambridge Industries, Inc., Infant Specialties Division, 315 E. 91 St., New York City, 28, offers the King Cole infant trainer made of sturdy lustrous plastic. Closed, unit resembles a modern cover. Maker claims there is no interference with adult use; trainer is raised in normal fashion. When lifted for infant use, King Cole automatically

When you show it, you sell it!

- **EASIEST TO USE!**
- **EASIEST TO DEMONSTRATE!**

ARVIN
All-Metal
IRONING TABLE
With Perforated Top

EASIEST TO SET UP

- Opens in one motion
- Opens from either end
- Positive locking

EASIEST TO USE

- Perforations mean faster ironing
- Steady—rigid—strong legs
- Rubber feet, no slipping

EASIEST TO PUT AWAY

- Closes in one motion
- Hangs from either end
- Stands on either end



the name on many profit-building products of
NOBLITT-SPARKS INDUSTRIES, Inc.,
Columbus, Indiana

DISTRIBUTED BY *Salmanson & Co., Inc.* 1107 BROADWAY, NEW YORK CITY 10
CHICAGO • BALTIMORE • NEW YORK

- METAL-CHROME DINETTE SETS
- ALL-METAL IRONING TABLES
- ALL-METAL OUTDOOR FURNITURE

START THE YEAR IN HIGH WITH FAST-SELLING X-acto*

Dealers who've sold X-acto will tell you this famous line of handcraft knives and tools is a high-profit, full-profit line too... protected by the X-acto Fair Trade Policy! Your customers all *know* X-acto... *want* X-acto... *buy* X-acto over other hobbycrafters' lines. They've seen X-acto advertised in all the big magazines and they'll take no other! Remember, there's an X-acto knife or tool set for every hobby crafter's need... so stock the full X-acto line from the 50-cent beginner's knife to the super-deluxe "Toolmaster" Chest—X-acto No. 89, retailing for \$50. Write now for complete details!



NO. 86 X-ACTO HOBBY CHEST

Contains 3 X-acto knives, 6 blades, 6 gouges, 4 routers, 2 punches, 3 3-inch blades, balsa stripper, plane, sander, steel rule—all in handsome wooden chest... to retail for **\$10**

*Reg. U. S. Pat. Off.

Alfred Field & Co.
(Manufacturer's Agents in the Hardware Field)

93 Chambers Street, New York 7, N. Y.

Please send me complete information on X-acto Knives and Tools.

NAME _____

ADDRESS _____

CITY & ZONE _____ STATE _____

My jobber is _____

X-acto Crescent Products Co., Inc.,
440 Fourth Ave., New York 16, N. Y.

In Canada:

Handicraft Tools, Ltd., Hermant Bldg., Toronto

Waterproofed Patching Cement

Green Thumb, Inc., 2103 Race St., Philadelphia, Pa., is making a waterproofed patching cement for home and



industrial use. Trip-L-Crete is a combination of cement, sand, and Trip-L-Seal in measured proportions so it can be made ready for use simply by adding water. Eliminates the need for buying and mixing separate ingredients. Cement is packaged in a 5-ply bag which is dust and moisture-proof, says maker. Green Thumb offers counter cards and circulars for effective display. Trip-L-Seal is a compound which is said to make concrete impervious to capillary water action and prevents damaging effects of freezing and thawing. Also permits painting the finished job without lime burn or discoloration. It is offered in 20 lb. bags to retail for \$1.

'Your Family Dog'

Gaines Dog Research Center, 250 Park Ave., New York City 17, has issued a publication called "Your Family Dog," which is devoted to the care, feeding, grooming, exercise, etc., of the dog. It includes both dog fact and fiction and is 15 cents per copy. Book is illustrated in color.

Frost Finish Grill

Continental Alloy Castings Co., 19625 West Lake Rd., Cleveland 16, Ohio, offers an aluminum grill designed for bacon and eggs primarily, but it can be used for hamburgers and fried potatoes, pork sausage and fried apples, chops and steaks, etc. Sloping surface allows excess fats to drain constantly hence the flavor of the meat is not boiled out in the grease. Drippings in the flat well add flavor to potatoes, eggs, or whatever is cooked there simultaneously. Frost finish of cooking surface is said to help in eliminating sticking of food. Suggested retail price east of the Mississippi is about \$3.



Fun for the
Family!
AND A JOY
TO DEALERS



Dealers enjoy the increased, widespread interest in croquet—not only because it's a fast moving item itself, but also because its popularity increases sales of outdoor equipment.

Promote lawn furniture, umbrellas, yard decorations via this popular interest in America's Family Game.

SALES REPRESENTATIVES

Eastern—Julius Levenson, 7 E. 17th St., N. Y.

Southern—Louis Williams, Nashville, Tenn.

Midwest—South Bend Toy Mfg., So. Bend, Ind.

So. Calif. & S. W.—Glenn B. White & Assoc.,

122 S. Broadway, Los Angeles 15, Calif.

No. Calif.—Standard Toy Agencies, 718 Mission,

San Francisco, Calif.

Denver & Pac. N. W.—Leo Scherrer, 2840 W.

93rd St., Seattle 7, Wash.

SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA

SOUTH BEND
Croquet

AMERICA'S FAMILY GAME

Croquet Sets • Baby Carriages • Children's Furniture
Doll Carriages • for over 70 continuous years

WHAT'S NEW

Steel Broom Cabinet

Midwest Mfg. Co., Galesburg, Ill., offers a broom and linen cabinet to its line of Kitchen-Kraft steel cabinets.



Cabinet has an opening in the right hand side of bottom shelf in upper compartment gives clearance for broom and mop handles. Hooks are provided for hanging up cleaning equipment. Upper compartment has two shelves, adjustable to any height on 2 in. centers. Adding 4 shelves to bottom compartment converts a broom cabinet to a linen or utility cabinet. Sectional shelf closes broom handle opening in upper compartment. Cabinets are bonderized, sprayed inside and out with Dupont Dulux enamel and baked on. Semi-concealed hinges and door handles are chrome plated. Cabinets stand 84 in. high, 24 in. wide and 13 in. deep.

Plastic Handled Kitchen Tools

Crown Industries, 379-85 Lexington Ave., Brooklyn 16, N. Y., offers plastic-handled kitchen tool line including hamburger turner, cook fork, slotted cake turner, spatula, gravy ladle, and



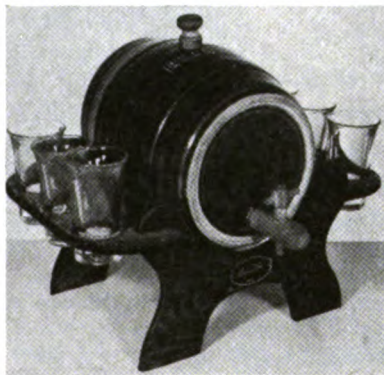
solid spoon. Made of stainless steel with green or red handles. Suggested to retail for 59 cents each. Packed one doz. to chipboard box, 6 and 12 doz. to carton. Other tools not shown are skimmer, fish turner, pie server, pierced spoon, etc.

Devoe Painting Guide

Devoe & Reynolds Co., Inc., 44th St. & First Ave., New York City 17, has released a book entitled, "Devoe Painting Guide." Book was composed to insure the proper use of paint and related materials. Methods of painting each major type of surface, walls, furniture, woodwork, floors, is shown on a single double page spread which also provides spread rates, drying times, surface preparation and a short description of products recommended. Its cover is the index. Copies may be obtained by sending 50 cents to Sales Training Dept., Devoe & Reynolds Co., Inc., 787 First Ave., New York City 17.

Keg Radio

Radio Development & Research Corp., 26 Cornelison Ave., Jersey City 4, N. J., is introducing a Magic-Tone radio in a keg. Radio is a super-hetero-



dyne AC-DC type mounted in a pottery keg. Spigot controls both switch and volume—the bung selects your station. Base is stained walnut and is equipped with six glasses. Unit is suggested to retail for \$19.95. Radio is individually packed, six sets to the master carton.

Guide Buttons

Makinen Guide Buttons are being distributed by the Makinen Tackle Co., Daleva, Mich., to give with the purchase of any one of the fishing lures made by the company. Buttons are printed in three colors.



Ta-pat-co is TOPS

Here's why Ta-pat-co Life-Save Vests and Cushions are favorites with dealers and consumers alike: All Ta-pat-co marine products are filled only with new Java Kapok, the safest, most buoyant material of all. Ta-pat-co products are designed correctly, too—they're cut for style and comfort as well as safety. Ask your jobber for the complete Ta-pat-co story for 1948—or write us for name of nearest jobber.

THE AMERICAN PAD & TEXTILE COMPANY
GREENFIELD, OHIO

Canadian Branch: CHATHAM, ONTARIO



STAY-A-FLOAT—the safest, fastest-selling child's swim vest. Recently redesigned and improved by Adolph Kiefer, world-famous swimmer.



BUOYANT CUSHIONS—beautiful new designs make these Ta-pat-co products more popular than ever. Coast Guard approved.



THE SPORTSTER—easy-fitting, comfortable life-save vest for all sports on water. All outdoorsmen know the Sportster!



WOMAN'S VEST—gaining acceptance every year with women water sports fans. Special styling for comfort and safety.

•Ta-pat-co Marine Products are recommended and merchandised by Adolph Kiefer, world-famous swimmer.

Sell Ta-pat-co and
you sell the **FAVORITE**

PHILLIPS
Tutch-Latch



Pat. Pend.

**the Sensational
New Hidden
Latch**

**NOW READY
FOR YOUR
CUSTOMERS!**



Touch—it's open!
Positive Release



Touch—it's closed!
Positive Catch

At last you can offer an *inexpensive*, simple and easy to install *hidden* latch that does away with bulky hardware, knobs and handles. Hundreds of uses in home and office! Good profit item with growing demand.

TUTCH-LATCH is priced right for volume sales!

And individually packaged with
1 finger unit 1 toggle unit
1 hinge spring 1 set assembly
 screws

Complete installation instructions

See your jobber or write direct for literature and prices

PHILLIPS
TUTCH LATCH

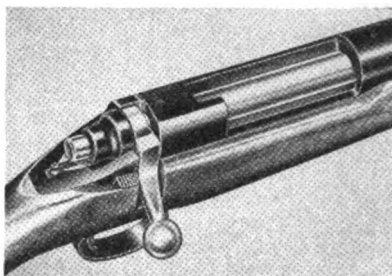
J. L. HOLLAND CO. • PROVIDENCE 1, R. I.
National Sales Representative

COPYRIGHT 1948 PHILLIPS TUTCH-LATCH CO.

WHAT'S NEW

Bolt Action High Power Rifles

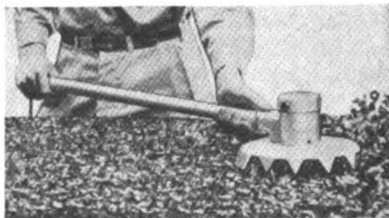
Remington Arms Co., Inc., Bridgeport 2, Conn., is offering two models, 721 and 722 bolt action high power rifles. Rifles feature: encased bolt head



said to support and enclose cartridge case for utmost safety and accuracy; double locking solid lugs; new style extractor; match rifle trigger mechanism with smooth, sharp, lightning fast let-off claimed to have no back lash, drag or creep; special bolt stop in front of trigger; streamlined sporting stock; light weight, perfectly balanced; and attractive appearance. Model 721A standard grade chambered for .30-06 Spfld. or 270 Win. cartridge with 24 in. barrel or for .300 Mag. cartridge with 26 in. barrel. Stock of American walnut; weight about 7¼ lbs., is 44¼ in. long over-all except .300 Mag. caliber, 46¼ in. Model 722A is the same except with shorter action and chambered for .300 Sav. or .257 Roberts cartridge, 24 in., over-all length 43¼ in. and weight 7 lbs. Suggested to retail for \$79.95 and \$74.95, respectively.

Electric Hedge Trimmer

"Trimall," lightweight electric hedge trimmer, has revolving stainless steel blade. Made of 95 percent pure aluminum, weighs 5 lbs., and is balanced for ease of handling. No oiling is required and the 14 gage stainless steel blade requires only infrequent sharpening, says maker. Blade has protective guard. Cord, 12 ft., and plug, to be connected to DC or AC outlet, is included. Pow-



ered by a 25-60 cycle high speed Universal motor. Trimall Division, Terminal Hardware, Inc., 411 Linden Ave., Wilmette, Ill.

**3 NEW GREAT
DISPLAYS IN
ACTION TO COUNT**

PROFIT-MINDED Great Neck have always known how to sell. Handsome displays in colorful easy-grip plastic with comfortable handles. Polished metal, fully hardened, tempered for life and reliability. Displays specially boxed. EACH SCREW DRIVER FULLY GUARANTEED



No. 50 Screw Driver Assortment (1 doz.)



No. 66 Screw Driver Assortment (1 doz.)



No. AX Midget Screw Driver Assortment (1 doz.)

Inquire about other GREAT NECK best-selling displays

UNRIVALLED IN

PRICE & QUALITY

SEE YOUR JOBBER

GREAT NECK SAW MFRS., INC.
Mineola, N. Y.



Show your customers
this wise choice
for maximum fastener strength—

CLEVELAND *Top Quality*

**High Carbon
Heat Treated
Cap Screws**

made by

**DOUBLE
EXTRUSION**

^{*}
(The Kaufman Process)

It's easy to select Cap Screws when you know that *one type*, which costs very little more than the general run, has all the desirable qualities recommended by metallurgists and engineers.

Cleveland High Carbon Heat Treated Cap Screws made by the Kaufman Process—the Double Extrusion method—"come through" with all ten important points that experts look for in correctly made fasteners. These qualities, and the extra toughness and dependability of Clevelands give you full assurance of a wise choice.... The same manufacturing method produces Top Quality socket head cap screws—the newest addition to the Cleveland Cap Screw Line.

**Write for folder explaining double extrusion.*

CLEVELAND
Top Quality
FASTENERS

The Cleveland Cap Screw Company

2917 EAST 79TH STREET • CLEVELAND 4, OHIO

Warehouses: Chicago and Philadelphia

Ask your Jobber for Cleveland Fasteners

MADE BY THE ORIGINATORS OF THE KAUFMAN PROCESS FOR GREATER STRENGTH AND ACCURACY

FEBRUARY 26, 1948

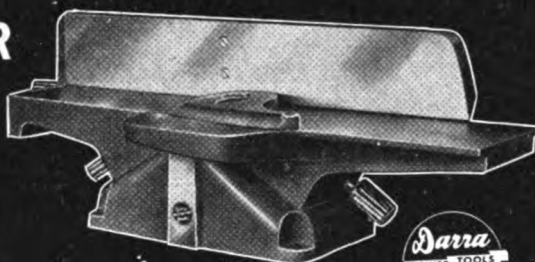
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165

NEW *Designs* **NEW** *Quality* **NEW** *Low Prices*

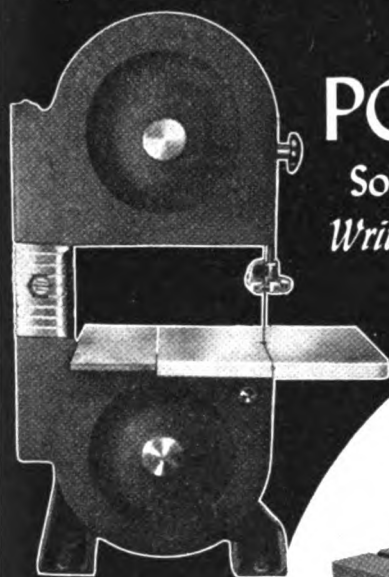
4 1/2 - INCH JOINTER

Cutter-head of best quality steel. Tables on machined ways, with take-up gibs. Two-way tilting fence. Depth of cut 5-16"



Darra-James POWER TOOLS

Sold Only Through Dealers
Write Today for Franchise Plan!



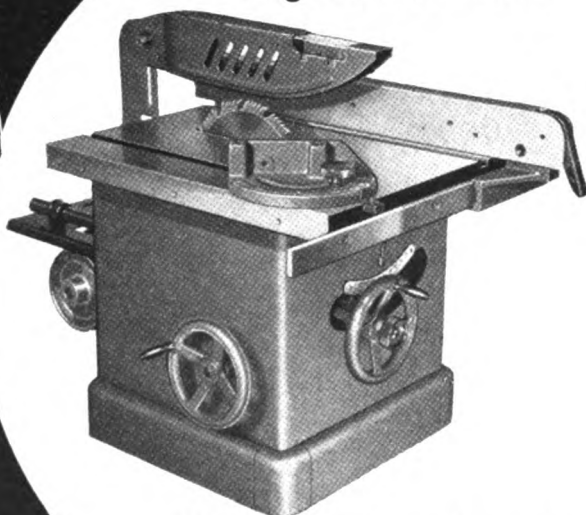
9 1/2 - INCH

BAND SAW

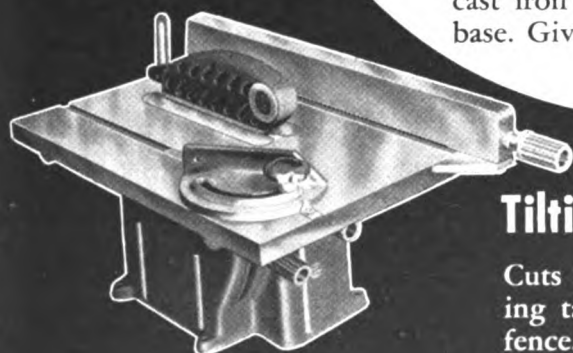
Finest micrometer adjustments on two guides. New blade tensioning device. Table tilts to 45°. One-piece frame.

8 - INCH

Tilting Arbor SAW



Blade and motor tilt to 45°, cast iron table stays flat. Steel base. Gives 2 5-8" cut.



8 - INCH

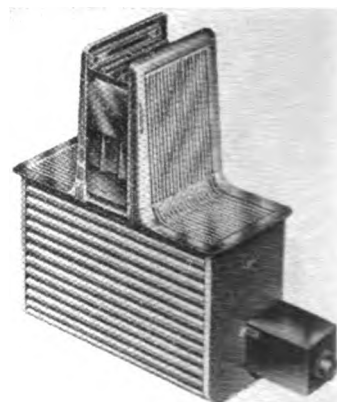
Tilting Table SAW

Cuts to 2 11-16". Big tilting table. Double-locking fence.

WHAT'S NEW

Rheem Compact Floor Furnace

Rheem Mfg. Co., 11 W. 42nd St. New York City 18, is offering a new series, 1600 "compact" floor furnace



which features a special round, radially drilled burner which is said to provide a maximum amount of secondary air to each burner port. Burner may be specified for use with natural, manufactured, mixed or liquid petroleum gases. Heating elements are made from die-formed steel, resistance seam welded. Scientifically placed baffles installed inside the heating elements provide a long hot gas travel and maximum heat transfer. Down draft diverter prevents sudden fire drafts from extinguishing the burner and yet allows normal up drafts to continue undisturbed. Furnaces are equipped with an AGA-approved pressure regulator. Line includes three models: Flat register, fits majority of heating needs; standard dual wall model, designed for installation between two rooms, has a diverter which sends heat in either or both; space saver model, also installed between two rooms, has a narrow floor grille that fits in the space between rug and wall.

Easter Bunny

Dillon-Beck Mfg. Co., 1227 Central Ave., Hillside, N. J., has added the netted Easter Bunny containing an as-



sortment of various Wannatoy numbers to its line.

HARDWARE AGE

toolcraft

CORPORATION

WATERBURY 86, CONN.

Garden Tool Displays

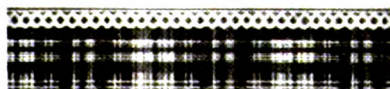
Seymour Smith & Sons, Inc., Oakville, Conn., offers a set of 4 colorful garden tool displays to dealers who send the return postal found in the new



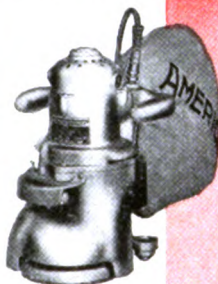
Seymour Smith catalog. Sturdy displays feature: Pruning shears, long-handled pruners, grass shears and hedge shears. May be used for counter or window. Tools rest firmly in displays but can easily be removed for examination by customer. Seymour Smith trademarks ties product in with advertising.

'Royledge' Patterns

Royal Lace Paper Works, Inc., 99 Gold St., Brooklyn 1, N. Y., has added 5 new patterns to its Royledge pattern line. Included in the group is a "Highland Plaid" which is predominantly red with green and blue; edge is scalloped; at top is band of gray lattice work; another is "Royal Rose" floral design with large red roses and green leaves on a white background, border has a sweeping scalloped edge; "Orchard's Pride" features giant red apples with apple-blossoms on a white background, scalloped border of blue and white at top and bottom. Fourth new pattern is "Chick-a-dee" and includes perky yellow ducklings gathering and cooking red and green vegetables and the fifth is "Old Lace." Latter pattern is available in all-white and red, green and blue.



FLOOR SANDER



SPINNER EDGER



DELUXE FLOOR MAINTENANCE MACHINE



Everywhere — American Rental Sanders *mean business* for hardware and paint dealers! This service increases store traffic for you... brings in new customers for many items. They come not only to rent floor surfacing machines... they also buy floor finishes, paints and other supplies and materials needed for the job.

For *extra profit and goodwill*—furnish an American Spinner Edger which eliminates tedious hand scraping... and an American DeLuxe Floor Maintenance Machine for polishing, steel wooling and scrubbing. Your customers will gladly pay the rental fees for these labor savers. Send today for profit-plan booklet.



American Floor Surfacing Machine Co., 522 So. St. Clair St., Toledo 3, Ohio

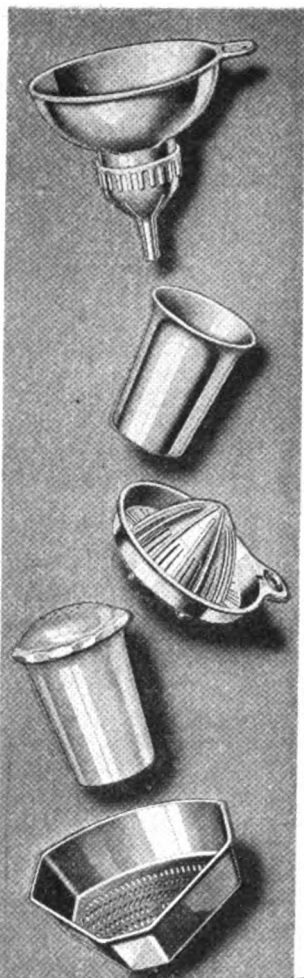
Send 12-page illustrated free booklet showing how to make money in the floor sander rental business; also details and prices on the following:

☐ Floor Sander ☐ Spinner Edger ☐ DeLuxe Floor Maintenance Machine

Name

Street

City.....State.....



V L C H E K P L A S T I C S

Quick-Selling HOUSEHOLD ITEMS

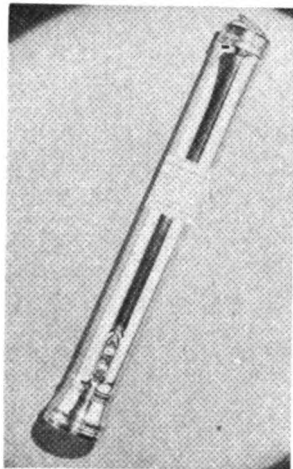
- This line of household items consists of funnel combinations, fruit juicers, shaker sets, sink strainers, tumblers, tumbler sets, etc. They are uncommonly smooth and free from molding marks, laminations and defects of any kind. Of beautiful, lustrous finish, they are also highly durable. Colors: solid red and white.
 - They are made only of virgin materials and molded with extreme care. They are backed by six years of plastic experience.
- Ask for folder A-1 and prices.

PLASTICS DIVISION
The VLCHKEK TOOL Co.
3001 EAST 87th STREET • CLEVELAND 4, OHIO

WHAT'S NEW

Pre-Focused Flashlight

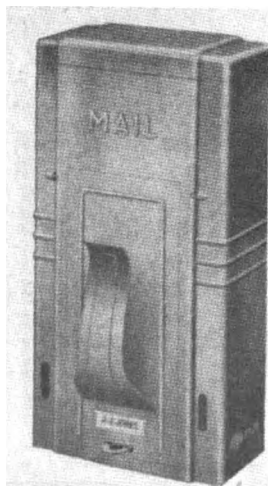
Supply House, Post Office Box 141, Toledo 12, Ohio, offers a 5-cell pre-



focused flashlight made of solid brass tubing, heavily chrome plated. Has a navy tested switch which is said to have stood up under 2500 "ons" and offs." Switch is a 3-position design. Bulb housing has protective feature which prevents jars and knocks from ordinarily ruining the bulb. Light has a small head. Light is suggested to retail for \$2.95, packed 1 doz. to case, shipping weight, 20 lbs.

Brass Mail Box

Trine Mfg. Corp., 401 E. 163rd St., New York City, 56, is making a surface type mail box of all brass welded construction. Said to hold more than average quota of mail, it has a clip for magazines and newspapers. Designed to blend with any style house. Box is 11½ by 6 by 2¾ in., and has name card holder, self-closing drop cover and a



staple for padlocking. Packaged in a corrugated carton with a provision allowing for removing the box for display without re-sealing the carton. Suggested to retail for \$6.

Fold-Away Laundry Hanger

Fold-Away Products Co., Jersey Shore, Pa., is offering an efficient device which eliminates low hanging and sagging clothes lines. It is made of heavy duty steel finished in a light color. Four sizes run, 35, 51, 67, or 83 in. in width over all, holding either 7, 10, 13, or 16 lines. Wider hangers with more lines are special and can be furnished on request. When it is not in use it can be put against the ceiling out of the way. When in position the standard hanger supports lines 12 in. from the ceiling. However, provision has been made to cut this size down for 8 in. drop if necessary. Hanger can run either with or across the joists. Attaches to ceiling on 16 in. centers. Attractively packaged it is furnished with proper screws and installation instructions.

Silex Display

The Silex Co., Hartford 2, Conn., is offering a 3-piece glass coffee maker display which pictures the product in



use and also displays the merchandise. Die-cut and lithographed in 8 colors, display has a central panel 32 in. high by 24 in. wide and two 3-dimensional side pieces, 21 in. high by 12 in. wide, with platforms in front to hold models.

Shoe Rest

Combination that can be used for both repairing and shining shoes. Made all in one piece, the last is said to fit all sizes of shoes. Device is finished in black enamel and made of unbreakable malleable iron. Shoe rest is packed in bulk, shipping weight being 30 lbs. to a doz. Star Heel Plate Co., 357-391 Wilson Ave., Newark, N. J.



See us at
the 1948
Hardware Shows



Monarch-Paramount

NAME YOUR FUEL! That's what full-line Monarch dealers can tell their trade . . . electric, gas, coal-wood, or combination. Monarch's complete line covers every range market with a top-flight performer. Each range is packed with exclusive features and backed by a half-century reputation for high quality and user satisfaction. Yes, it's a pretty volume-and-profit-picture. See us at your State Hardware Show.

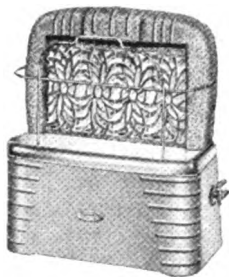
MALLEABLE IRON RANGE COMPANY
2428 LAKE STREET
BEAVER DAM, WISCONSIN



No. 720



No. 126



No. 274



★ CIRCULATORS

★ CIRCULATORS WITH RADIANTS

★ RADIANTS

PLEASE HELP US TO HELP YOU

The demand for Royal Gas Heaters continues far ahead of supply. You can help us to help you if you will place your specifications early for shipment when available. If you will check the Royal features you will see why Royal Gas Heaters are in such demand.

CHATTANOOGA IMPLEMENT AND MANUFACTURING CO.

CHATTANOOGA, TENNESSEE
MANUFACTURERS OF ROYAL GAS HEATERS
ROYAL FIREPLACE FURNISHINGS
KOL-GAS MAGAZINE HEATERS

WHAT'S NEW

Hagerty 'Sea Shell'

Hagerty, Cohasset, Mass., offers the "Sea Shell" pre-fabricated boat kit ready for assembly. Designed to answer



the need for an inexpensive all-purpose boat for fishermen, duck hunters, youngsters, and the like. It can be rowed, towed, sailed or used with an outboard. Included are precision pre-cut parts of waterproof plywood and marine approved lumber, rust-proofed screws and oarlocks, marine glue and a wood assembly form plus full-scale layout plan and instructions. Boat is 8 ft. long, 16 in. deep, has a 4 ft. beam and weighs 65 lbs. Suggested retail price for complete kit is \$35. Parts are—mast, boom, counterboard box, floor grating and tiller along with aluminum dagger centerboard and rudder. Sail is \$25 additional.

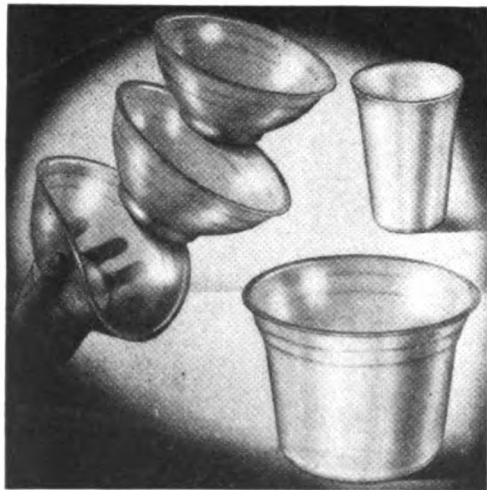
Small Packaged Solder

British Industries Corp., 315 Broadway, New York City, is introducing 3-cored Ersin multicore solder in two small handy packages suitable for over the counter merchandising. Packages are clearly marked as to size and alloy. One lb. package features a pull as required arrangement which eliminates wastefulness in use. Packages contain interesting ideas simplifying use of the solder.

Special Roach Spray

Boyle-Midway, Inc., American Home Products Corp. Div., 22 E. 40th St., New York City 17, is offering a new roach killer, the Black Flag special roach spray. Insecticide although about the same toxicity as DDT to warm-blooded animals is said to be five times more toxic to crawling insects. The spray containing 2 per cent chlordane is effective and yet is safe. When sprayed on a surface it leaves an invisible varnish-like film. When the roach comes in contact with it, he dies. Killing powder is claimed to continue for about three months under normal circumstances. It is a contact poison which is absorbed through the feet of the insect and attacks the nervous system. It is also a stomach poison and a fumigant.

ultra-new polythene kitchenware . . .

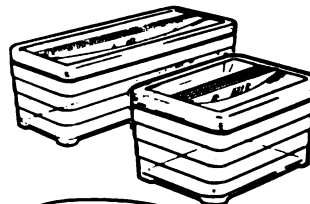


fast turnover—profitable repeats!
FOR SALES IMPACT you can't beat this completely new line of handsome, practical houseware for table, kitchen and refrigerator use. Made of duPont polythene, the modern miracle plastic that's strong, light, flexible, sanitary—and shatterproof! Three sizes of nesting utility bowls—two of refrigerator leftover dishes with covers—ice buckets—large and individual salad bowls—ice-box cake dishes—custard cups—tumblers—cereal dishes—all in beautiful translucent pastel colors. Write for details, prices and discounts.

by the makers of



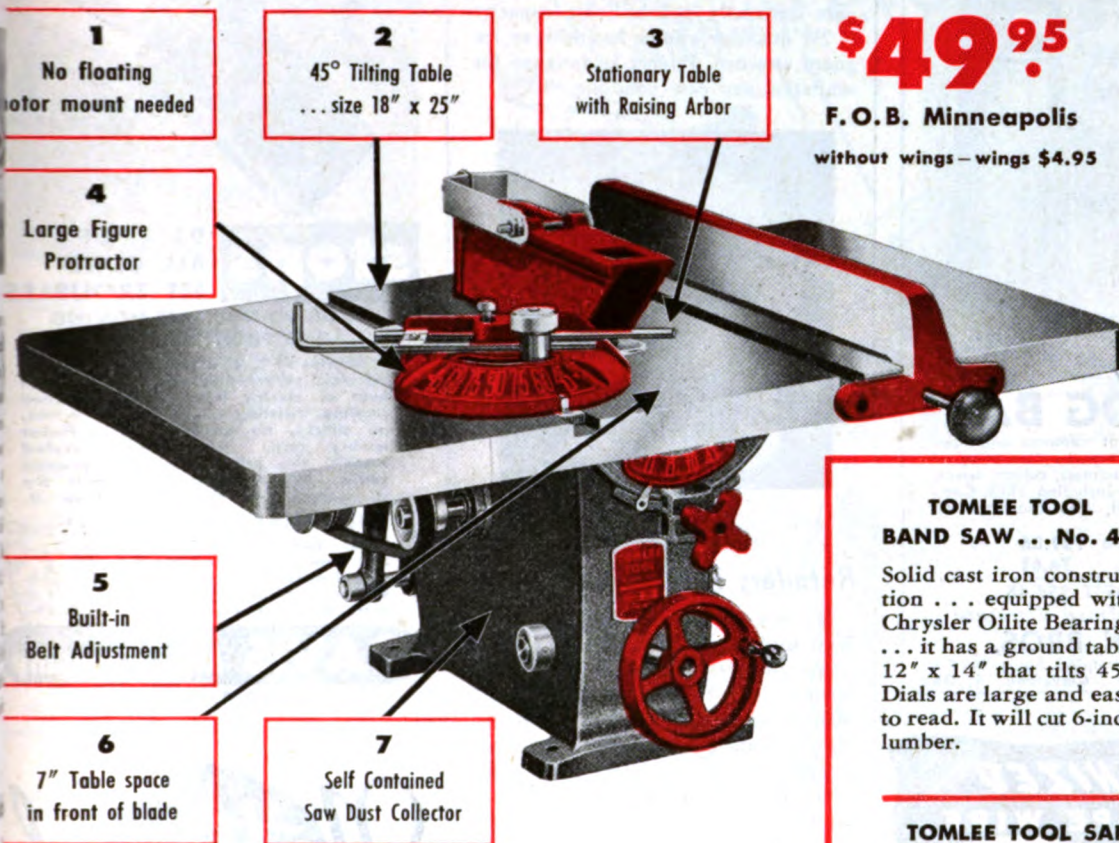
sold by 4000 dealers from coast to coast



TOMLEE TOOLS

The **BIG** Value Line With Customer Appeal

AVAILABLE
NOW!



\$49⁹⁵

F.O.B. Minneapolis
without wings - wings \$4.95

Heavy Cast Iron Construction Bench Saw

...for home, farm, factory or construction use

Here's value. Solid, heavy, precisely engineered... the Tomlee Tool Bench Saw is a real substantial tool. It has the quality that builds customer good will and repeat sales. It is priced within reach of everyone. Its rugged construction makes it possible to use this saw on many varied jobs in addition to its home workshop use. As a resale item it has eye appeal.

A very reasonable investment sets up a complete and profitable department... the counter space required to display the line is not large.

When you sell a Tomlee Tool you have a worthwhile unit of sale. Write for full information and the name of your nearest Tomlee Tool jobber today.

Selective Jobber Arrangements Are Available

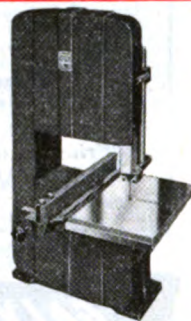
TOMLEE TOOL & ENGINEERING CO.

740 No. Washington Ave., Minneapolis 1, Minnesota

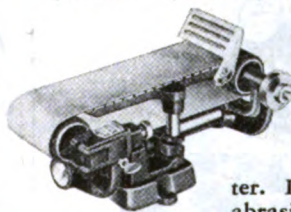
SANDERS... BENCH SAWS... JIG SAWS... LATHES... JOINTERS
BAND SAWS... DRILL PRESS... SPINDLE SHAPERS

TOMLEE TOOL BAND SAW... No. 40

Solid cast iron construction... equipped with Chrysler Oilite Bearings... it has a ground table 12" x 14" that tilts 45°. Dials are large and easy to read. It will cut 6-inch lumber.



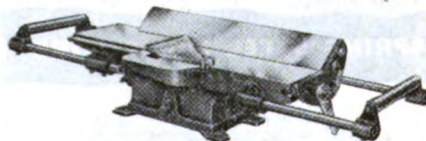
TOMLEE TOOL SANDER... No. 60



One look at this sander and you know it is capable of turning out the work. It is smooth running and free of chatter. It uses a standard abrasive belt 4 inches wide.

TOMLEE TOOL 6" JOINTER... No. 50

The new Tomlee Tool Jointer is ball bearing precision built to handle lumber up to 6-inch width. Equipped with rollers in front and back for more efficient work. Designed for $\frac{3}{8}$ " rabbeting.

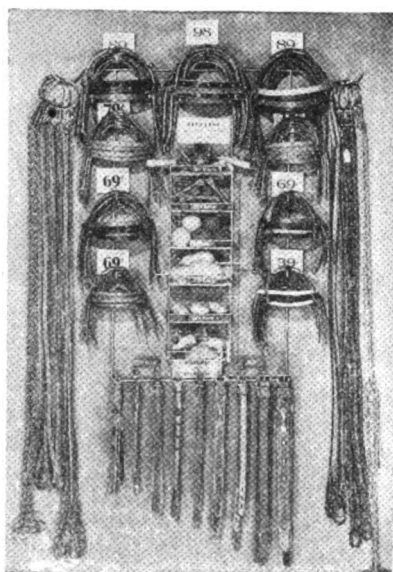


TOMLEE TOOL LATHE... No. 11

This lathe has many fine features only expected of higher priced tools. Adjustable tool rest grooved to fit the hand... four-step pulley allows mounting from below or back... spindle standard threaded.



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... and now THE DOG BAR

A Dog Furnishings Dept. compact and complete—made up by experts—Consisting of assortment of quality harness, collars, leads, chains, brushes, toys—including FREE Combination Display Unit, Size chart for all breeds, price tags.

Brings you 129.06

Costs you 74.61

YOUR PROFIT \$54.45

Write for illustrated literature

LEHMAN BROS.

Specialists in Pet Supplies Since 1925
1830-38 St. Clair Ave., Cleveland 14, Ohio

GALVANIZED STOVE PIPE WIRE



PACKED IN DISPLAY CARTON

The wire of 1000 uses! 18-19-20 gauge in handy 50-ft. rolls. Zinc-coated to prevent rust. Colorful display carton builds extra sales for you. Write for information. Same gauge wire also available with black annealed finish; coated with rust inhibitor. Plain carton.

SPRING STEEL MUSIC WIRE



Non-snarling—easy to work; lays flat in coils. High tensile strength carbon steel drawn to exact diameters—.010 to .120.

PEKIN SPECIALTY CO.
PEKIN, ILLINOIS

WHAT'S NEW

Aluminum Pitcher

Spun Aluminum Products Co., 565 Fifth Ave., New York City 17, is offering a pitcher made from 16-gage aluminum lustrously polished. Its capacity is 2¾ qts. May also be had with an ice guard attached. Pitcher is designed for sanitation and easy handling.

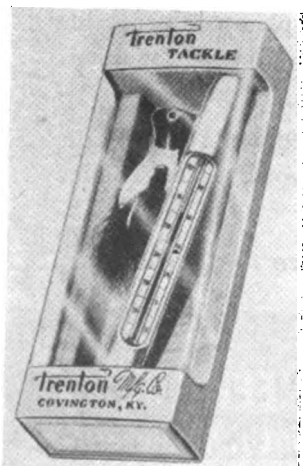


Retailers Tax Manual

Institute of Distribution, Inc., 25 West 43rd St., New York City, has published the 1948 edition of "Retailers Manual of Taxes & Regulations." Manual is a compendium in tabular form of data on the various state and federal tax and regulatory laws which affect retail merchants. Book is sold for \$7.50.

'Fish Detective'

Fisherman's thermometer known as the "Fish Detective" is offered by Trenton Mfg. Co., Covington, Ky. It is packaged with the "Whamcaster" bucktail lure and suggested to retail for \$1.75. Package is a Frame Vue box with photographic blue water background. Maker states that water temperature is a main factor in catching fish and this device places you on the spot where the fish are.



stops 95% OF ALL CORD SET TROUBLES

A BIG VOLUME, FAST MOVING
LONG PROFIT SPECIALTY!

Eliminates 95% of all cord set troubles. Wireless swivel plug keeps cord from heat of electric iron, eliminates cord chaffing, twisting — no broken wires, no shocks, no inconvenience. Finest quality cord. Two smartly styled models, two price ranges. A proven seller. Women who see it will try it; women who try it will love it.

FREE DISPLAY CARD

Holds one WRIST ACTION set, and illustrates unique swivel action. See your jobber or write direct for complete details and prices.



DAVIS Mfg. Company
PLANO 1, ILLINOIS

National

A buy-word for dependable hardware!

A product that has proved its merit in service through the years—that is why it still remains the first choice of discriminating buyers of builders' hardware.

Building projects of today must serve the needs of future years. The modernness of the National line embraces styles that exemplify the very latest ideas in design to amply provide for the building requirements and trends of tomorrow.

Dealers are enthusiastic about the completeness of the National line with its wide variety of styles and sizes to meet practically every request of the trade for this type of hardware.



**NATIONAL MANUFACTURING
COMPANY**
STERLING • • •

Econo Shower

Standard Steel Cabinet Co., 3701-3715 Milwaukee Ave., Chicago 41, Ill., offers the "Econo Shower" for basements,



utility rooms, garages and summer houses. Installation is simple wherever there is drainage. Colorful plastic curtain is included. Adjustable shower head.

Ice Bucket

Continental Silver Co., Inc., 32-33rd St., Brooklyn 32, N. Y., offers a wrought-aluminum ice bucket with an embossed chrysanthemum design. Bucket features Owens-Corning superfine Fiberglas insulation, permanently sealed in. Its capacity is 2 qts., and ice cubes can be kept over 12 hrs., says maker. Will keep cold drinks cold and hot drinks hot.

Electromode Catalog

Electromode Corp., 45 Crouch St., Rochester 3, N. Y., offers its new catalog No. EC-4. Containing 16 pages, it describes in detail the complete line of Electromode unit heaters from 1500 to 60,000 watts. Includes a page of illustrations of the Electromode portable and built-in-wall heaters. Contains a heating analysis sheet to assist in solving industrial heating problems.

Label Color-Finish Color

Staley's Re-New-It Finishes Co., 5235-5243 Manchester Ave., St. Louis, Mo., has developed a merchandising slant for paints which will show the color of the



finish on the label. Exact duplication of the colors makes self-service selection simpler. This approach eliminates confusion with color-cards.

FEBRUARY 26, 1948

Expense goes up
when sales decline
Make shoppers buyers
with the **EVERHOT** line



Everhot gives you a widely diversified assortment of the appliances required daily in all homes from the most modest to the most luxurious. The shopper may not always find what she is looking for, but in the Everhot line she always finds something she wants.



Everhot Roaster-oven

One of the greatest staples in the appliance trade. Many patented exclusive self-selling features.



Everhot Rayvector

The outstanding room heater for any room and any season. Circulating or radiant heat as desired.



Everhot Fan and Heater

A heater for room heating with Comfortrol cooling. Dual service in a single compact beautiful unit.



Everhot Air Flo Heater

A fan type unit. Smart styling, quick, light and efficient. Sells on sight.



Everhot Timer Clock

Useful with roasters, heaters, radios, coffee-makers, electric lights and other appliances. 30 hour movement.



Everhot Electric Blanket

Finest quality, full size. Big intrinsic worth in a new appliance item of wide appeal and utility. Zipper Plastic Bag, no added cost.



Everhot Roasterette

Cooks a complete meal and goes to the table where it functions as a serving utensil. A year 'round item.



Everhot Rangolette

Does everything that can be done on a kitchen range. The only cooking unit in thousands of homes.

THE SWARTZBAUGH MFG. COMPANY

TOLEDO 6, OHIO • ESTABLISHED IN 1884

EVERHOT PRODUCTS

LOOK OUT—COFFEE MAKER BUSINESS

Here comes

All this
(and heavenly coffee, too)
for only \$6⁹⁵



Yes, a fine coffee maker with a name you trust—General Electric—at a price actually lower than any other complete electric coffee maker sold! A value you won't believe till you actually see it!

You pay only \$6.95. You get a complete G-E glass Tastegard Coffee Maker. That means you get the coffee maker, plus filter, plus a handy, handsome chromium Electric Stove, plus a plug-in cord, plus General Electric quality from stem to stern, top to bottom!

No extras to buy . . . except coffee. And what delicious coffee you'll brew every time with any General Electric Coffee Maker! General Electric Company, Bridgeport 2, Connecticut.

Only Tastegard Gives You Perfect Coffee Every Time—
And Only General Electric Gives You Tastegard!

See that tiny hole in the side of the upper stem? That's the Tastegard—the wonderful G-E feature that makes coffee mellow, perfect-tasting every time.

Every G-E Coffee Maker has the Tastegard. No other coffee maker has it!

What does Tastegard do? It controls the coffee-brewing temperature. Water can't boil up through the stem until it's the exact temperature at which coffee brews best.

Temperature is always right, so the coffee is always a delight—whether you make a full 8 cups, or only 2 cups—or any number in between.



G-E Special ELECTRIC MODEL—Complete \$6.95

4 More Tastegard Coffee Makers at amazing prices with amazing features



Top of the Range Model

\$4.95

Makes two to eight cups of perfect coffee on stove or hot plate. Like all G-E Coffee Makers, it features: visible cup measurements and convenient handle on lower bowl, and exclusive Tastegard. Wide-mouth bowl for easy cleaning, lay-on lid and filter.



De Luxe Electric Model

\$9.95

This two- to eight-cup electric model features a cool-to-the-touch plastic base. Clamp-on lid permits easy removal of upper bowl, and acts as a table mat when you set upper bowl on table. Plug-in cord and easy-to-clean glass filter rod.



Semiautomatic Model

\$12.95

One heat to brew 2 to 8 cups . . . flip a switch, another heat to keep it warm! Cool-to-the-touch plastic base, upper-bowl handle, clamp-on lid and table mat. Plug-in cord and glass filter rod.



All-Automatic Model

\$17.95

Lowest-priced all-automatic vacuum coffee maker sold! Brews 2 to 8 cups automatically . . . then keeps coffee warm until you're ready. Go about your work; no need to watch. Includes all other G-E features.

Prices subject to change without notice.

NO OTHER COFFEE MAKERS—REGARDLESS OF PRICE—HAVE THE TASTEGARD!

GENERAL  ELECTRIC

General Electric!

Even Santa Claus is flustered!

A complete GE Tastegard Coffee Maker, only \$6.95



It's that time of year when you want to make coffee for your family. With the GE Tastegard Coffee Maker, you can make coffee in 10 minutes. It's so easy to use, even Santa Claus can make it. The GE Tastegard Coffee Maker is the only one that makes coffee so fast and so good. It's the only one that makes coffee so fast and so good. It's the only one that makes coffee so fast and so good.

Model	Price
GE Special Electric Model	\$4.95
GE Tastegard Coffee Maker	\$6.95
GE Tastegard Coffee Maker	\$6.95

2 to 5 Cups—GE Coffee Makers Make Better-tasting Coffee—Every Time!

Look at any other coffee maker. It's just a pot of water and a pot of coffee. The GE Tastegard Coffee Maker is different. It's the only one that makes coffee so fast and so good. It's the only one that makes coffee so fast and so good. It's the only one that makes coffee so fast and so good.

4 More General Electric Tastegard Coffee Makers—At Amazing Prices!



with any of these coffee makers!

GE Special Electric Model \$4.95

GE Tastegard Coffee Maker \$6.95

GE Tastegard Coffee Maker \$6.95

GE Tastegard Coffee Maker \$6.95

that costs you less than any other automatic coffee maker!



No need to watch this beautiful GE All-Automatic!



Here's the most wonderful All-Automatic coffee maker yet. It's so easy to use, even Santa Claus can make it. The GE All-Automatic Coffee Maker is the only one that makes coffee so fast and so good. It's the only one that makes coffee so fast and so good. It's the only one that makes coffee so fast and so good.

When you're giving a Coffee Maker, remember—General Electric has the Tastegard!

And a lot more ads are on the way

4 More General Electric Tastegard Coffee Makers—At Amazing Prices!

GE Special Electric Model \$4.95

GE Tastegard Coffee Maker \$6.95

GE Tastegard Coffee Maker \$6.95

GE Tastegard Coffee Maker \$6.95

GE All-Automatic Coffee Maker \$15.95



RAYMOND K. WATKINS



J. FRANK BOXWELL



WALTER J. CYR

Yale & Towne Announces Six Appointments In the Stamford, Conn. Sales Division

The Stamford Division of The Yale & Towne Mfg. Co., has recently announced six new sales appointments. The six men are: J. Frank Boxwell, manager, trade sales; Raymond K. Watkins, manager of builders' hardware sales; Walter J. Cyr, manager of door closer sales; Edward "Deke" Jones, manager of trade relations; John P. Dunphy, field sales manager; and H. Warner Hill, assistant manager hardware sales.

Mr. Boxwell joined Yale & Towne in 1911 as a salesman.

In 1941 he became field sales manager, three years later, divisional sales manager and in 1946 manager of builders' hardware sales.

Mr. Watkins has been advanced to his new position after serving as sales representative in Western Virginia, Southwestern Pennsylvania and the bordering communities in Maryland, Virginia and Kentucky. Before serving in the armed forces for three years, in World War II, he sold builders' hardware in the Pacific and Mountain states for 10 years.

Mr. Cyr's appointment as manager of door closer sales follows after a year during which he assisted in developing a sales program for Yale door closer. He was assistant to the manager of Yale & Towne's war contract department. Mr. Cyr joined Yale & Towne in 1926.

Mr. Jones has been with the company since 1911 and has served successively as regional sales representative, field sales manager and manager of trade sales. Mr. Dunphy, prior to his new appointment was a division sales manager. He joined Yale & Towne in 1918 and served throughout the country as regional sales representative.

Mr. Hill joined Yale & Towne in 1929 as a contract specialist. In 1946 he was assigned to correspondence and training courses on Yale's customers in the Stamford division. He will in his new post, to sales training courses.

H. G. METCALF CHAIRMAN COLUMBIAN ROPE COMPANY

H. G. Metcalf was elected chairman of the board of the Columbian Rope Co., New York, N. Y. Mr. Metcalf served as vice-chairman of the board for the past several years. He succeeds Edwin F. Merrill, brother, who has been chairman since 1928. The directors of the company have authorized the by-laws to authorize the election of an executive committee which includes: Edwin F. Metcalf, H. G. Metcalf, and H. G. Everett. E. R. Merrill was elected secretary to succeed H. G. Everett. Other changes in the election of Donald S. R. Seymour as assistant secretary.

CORY CORP. EXPANSION CANADIAN OPERATIONS

Cory Corp., Chicago, has announced the formation of Cory Corp. (Canada), Ltd., a subsidiary firm. The Canadian organization is located in Toronto, Ontario.

J. Arthur Crouch, long-time Cory Canadian director of sales and promotion, is now president and general manager of Cory Corp. (Canada), Ltd. J. W. Dorf, president, A. N. Prosser, chairman of the board and H. Blakeslee, vice-president, are general manager, all of the parent corporation in Chicago. They will serve on the Canadian company's board.

The newly formed organization will manufacture and sell glass coffee brewers and brewing equipment throughout the Dominion. Complete manufacturing facilities are being established in a plant acquired by Cory Corp. in Dec., 1947.



EDWARD JONES



JOHN P. DUNPHY



H. WARNER HILL

While it's NEWS WE TRADE ★ ★ ★ ★ ★ ★ ★

26, 1948

Supply Convention Plans Near Completion; Conference Booths a Feature

Arrangements have been made for the program of the Triple Supply convention, which will be held jointly by the American Supply & Machinery Manufacturers' Association, Inc., the Supply and Machinery Distributors' Association and the Supply and Machinery Manufacturers' Association, Inc., at the New York City, N. J., April 26-28, a fully complete. Speakers include Fred Hall, Kickapoo Corp.; Dr. Ralph Cooper, president of Lafayette; Nathan H. Gist; F. J.

Tone, Jr., vice-president, The Carborundum Co., and J. G. Geddes, vice-president, H. K. Porter, Inc. The convention keynote will be announced later.

One of the features of the convention will be conference booths in the convention hall in which manufacturers will be able to meet with their distributors. Louis Miller will entertain with selections on the Convention Hall organ. It is expected that the convention will be both interesting and eventful.



GEORGE S. PRECHTEL

ing the manufacturing processes, he joined the sales department and in 1927 moved to the western Chicago area.

R. Henry Strid has recently been appointed salesman in the Western Chicago territory. He is replacing George S. Prechtel who is now manager of the Chicago office following the retirement of Willard M. Parker. O. H. Tyberg, with Columbian since 1931 has been named sales representative in the city of Chicago and adjacent metropolitan area. Jack Rose, who joined the rope company in 1942, will contact customers previously served by Mr. Tyberg.

Mr. Strid started with the com-



WILLARD M. PARKER

S. PRECHTEL NAMED COLUMBIAN ROPE CO'S. CHICAGO MANAGER

George S. Prechtel has succeeded Willard M. Parker as manager of the Columbian Rope Co.'s, Chicago branch. Mr. Parker has served in the capacity for years, having joined Columbian in 1904 as a mill hand in the opening room. He progressed to timekeeper and soon to order department and traffic manager. Transferring to sales he was promoted to assistant sales manager.

Mr. Prechtel joined the company in 1920 and after moving through all departments learn-

pany two years prior to the war. He served with the ATC in the Pacific for three years and then rejoined the sales department at Auburn.

E. H. MASBACK, NAMED TOY, SPORTING GOODS BUYER FOR MASBACK

Ernest H. Masback has been appointed toy and sporting goods buyer of Masbeck Inc., hardware wholesalers, 330 Hudson St., New York City, 13. He succeeds B. Gordon, who has been assigned special toy sales representative for the Masback company. Mr.



E. H. MASBACK

Masback was previously buyer of heavy hardware, plumbing and paint sundries.

WINCHESTER 401, 405 CARTRIDGES AVAILABLE

The manufacture of the 401 Winchester self-loading and the 405 Winchester cartridges has been resumed by the Winchester Repeating Arms Co., and Western Cartridge Co., divisions of Olin Industries, Inc.

The announcement was made by Winchester sales manager, W. S. Allen, who stated that at the company's request the committee on simplified practices of the Sporting Arms and Ammunition Manufacturers' Institute had restored the two cartridges to the active list.

SNELL APPOINTS SALES MGR., J. J. BURGUET

Jacques J. Burguet, formerly in the Sales Department of Snell Manufacturing Company, Fisk-



JACQUES J. BURGUET

dale, Mass., since 1946, has been appointed sales manager. Mr. Burguet had been connected with the French Steamship Co. and the Gillette Safety Razor Co., and had served five years as captain in the U. S. Army Medical Administrative Corps prior to his first association with Snell.

RICHARDS-WILCOX MAKES PROMOTIONS

Richards-Wilcox Mfg. Co., Aurora, Ill., has announced the promotion of A. J. La Fleur from manager of the engineering service department, to assistant to the general manager and A. W. Thurow from assistant manager of the engineering service department to manager of that department.

RUTH NEW ASSISTANT BUYER AT PRITZLAFF'S

Charles Ruth has been appointed assistant sporting goods buyer for John Pritzlaff Hardware Co., 333 N. Plankinton Ave., Milwaukee, Wis., hardware wholesalers, to assist James Pike, buyer. Mr. Ruth was formerly a retail sporting goods dealer.

SCHICK PROMOTES TWO TO EXECUTIVE POSTS

Sy D. Moorman who has been with Schick Inc., Stamford, Conn., since 1939 as a member of the sales force, has been ad-



SY D. MOORMAN

vanced to sales manager. He was Schick service sales manager prior to his new appointment.

Len Evans succeeds Mr. Moorman in the latter position. He was formerly a member of the Eastern Region sales staff with headquarters in New York.

ORGILL BROS. ISSUES CENTENNIAL BOOK

Orgill Bros. & Co., hardware wholesalers, 10 West Calhoun Ave., Memphis, has recently issued a book "The First Orgill Century" marking the company's 100th year in business. The book was composed with material collected by Mrs. Adele Orgill and written by Clark Porteous. It traces the history of the firm from the stage coach days with William Orgill through the Civil War, Chicago fire, yellow fever plague, Johnstown Flood, the first World War and right up to the present day with Edmund Orgill as president. The book contains many illustrations and photographs of executive members of the firm and personnel. Side marginal notes throughout tell of the major historical happenings during the 100 years. Those who are interested may obtain a copy by requesting it.

PAINT SALESMEN FORM MILWAUKEE CLUB

A group of 26 representatives of the paint industry recently met at the Wisconsin Hotel and organized the Paint Salesmen's Club of Milwaukee. The temporary officers elected were: Herbert D. Hentzen of the Wiscon-

sin Paint Mfg. Co., president, pro-tem, and J. M. Schultz, Aluminum Co. of America, secretary, pro-tem.

Arthur H. Schroeder, regional vice-president, and Bernard W. Kunst, past president of the National Paint Salesmen's Association, attended the meeting. The club plans to cooperate with the Milwaukee Paint, Varnish & Lacquer Association and other organizations in the industry and trade to encourage increased use of paint through education, promotion and cooperation.

JACK McCUE APPOINTED MANAGER OF HDWE SALES FOR EDWARD HINES

Jack McCue has recently been named manager of hardware sales of Edward Hines Lumber



JACK McCUE

Co. Mr. McCue was formerly western manager of Russell Erwin Mfg. Co., makers of Russ-

win hardware, for the past 25 years, and in his new position will direct an expanded hardware division, dealing in builders' hardware and consumer items.

HAMMACHER SCHLEMMER MARKS 100TH YEAR

Hammacher Schlemmer, hardware and housewares store, 145 East 57th St., New York City, recently marked its 100th anniversary at a reception in the Sherry-Netherland Hotel. Mrs. Elsie F. Schlemmer, president and chairman of the firm cut the birthday cake assisted by W. B. McKibbin who has been with the company 47 years, and by William N. Siebert, who joined the store 45 years ago.

INSTALL NEW ENGLAND HOUSEWARES OFFICERS AT MARCH MEETING

The newly-elected officers of the Housewares Club of New England will be installed at the March meeting of the organization. Joseph T. McElroy, Jr., of R. H. White's, Boston, retiring president, who has served in the office for two years, will be succeeded by Harry Woolfson, representative of the Hamilton Manufacturing Corp., Columbus, Indiana.

Other officers-elect are: Robert T. Uek, of Aluminum Goods Manufacturing Co., first vice president; John McQuade, Barnum, Sumner & Putnam, Worcester, second vice president; A. P. Mortimer, United States Stamping Co., will serve as secretary for the fourth year; John Damon of Concord (Mass.) Woodworking Co., treasurer.



FLOYD BOXRUDE

FLOYD BOXRUDE, SALES MGR. VACUATOR HOUSEWARES DIV.

Floyd Boxrude has been appointed sales manager of Vacuator's housewares division. Mr. Boxrude was formerly an executive with Rite Aid and most recently served as divisional merchandise manager. The position of sales manager of the housewares division is a newly created one.

EMERSON ADVANCES GEORGE COHEN

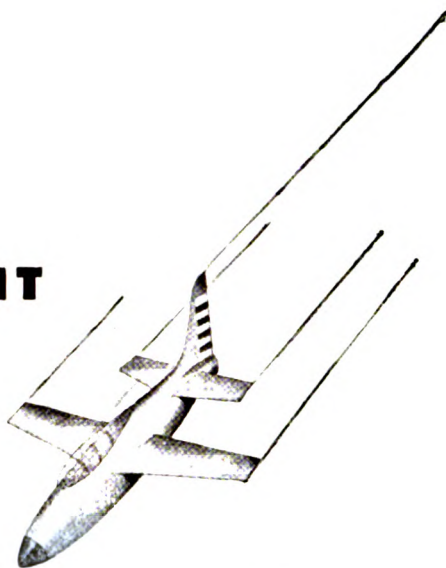
George Cohen was promoted from the position of general manager in the Western sets Administration Division to the position of general manager of the parts sales and service departments for Emerson Radio & Phonograph Corp., 100 Eighth Ave., New York City.



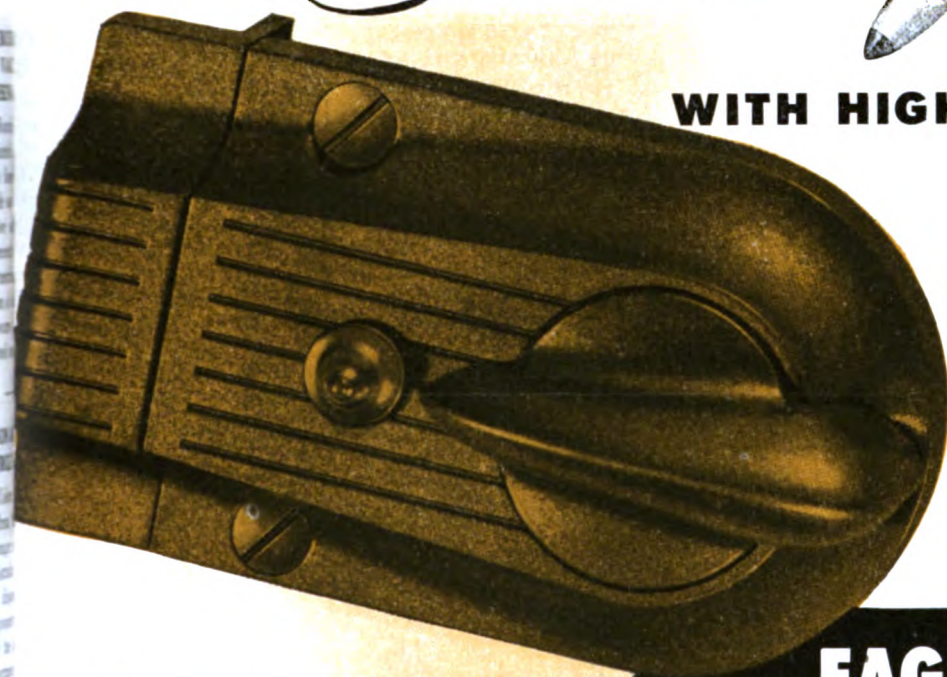
DEMING HOLDS SALES CONFERENCE: Volume of business for 1947 for The Deming Company, Salem, Ohio, manufacturers of pumps and water systems, was reported to have been the greatest in its 67 years. This announcement was made at the company's recent annual sales conference. Outlook for 1948 indicated even greater volume, according to President G. R. Deming. Discussion of new engineering developments and improvements in its line was prominent among the wide range of subjects reviewed at the three-day conference. Particular attention was paid to a new line of self-priming centrifugal pumps, improvements in jet-type pumps and developments in water system lines.

FOR THOSE WHO WANT

Sleekness



WITH HIGHEST SECURITY



SLEEK is the word for this Eagle Night Latch creation, newest in Eagle's constantly growing family of money-makers. Smooth lines and appealing finish have been blended with traditional Eagle security to meet the demand of customers who are looking for a night latch that will be at home in the most modern setting. And Eagle No. 3547 fills the bill . . . at a price that is bound to keep sales clicking steadily. Better order from your jobber today.

America's First Lockmakers—Since 1833

EAGLE INDUSTRIES, INC. Subsidiary of Bowser, Inc.

National Sales Representative of The Eagle Lock Company

110 North Franklin St., Chicago 6, Illinois

EAGLE *Now Offers*
This Modernly-Designed
Night Latch No. 3547



EAGLE No. 3547, Pin Tumbler, Rim Night Latch. For doors 1½" to 3" thick. Backset 2¾". Die-cast aluminum case and strike in bronze lacquer finish. Cast brass latch bolt. Cast brass cylinder. Latch is reversible. One latch to box, complete with bronze plated screws.

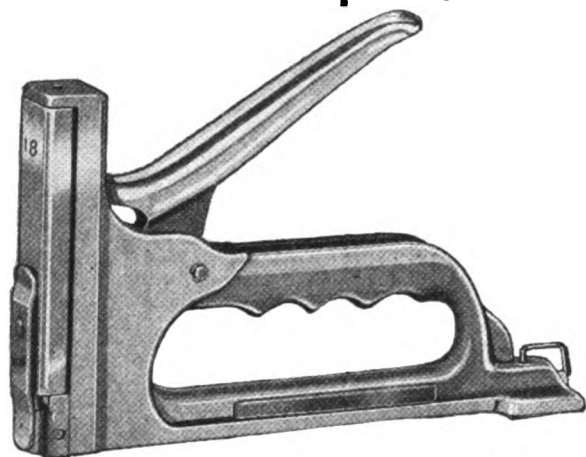


PROFITABLE BUSINESS

in a new tool . . .

THE *Hotchkiss* AUTOMATIC TACKER

One Hand Operated



Here's a tool that opens a new field for repeat business in the Hardware store . . . The **HOTCHKISS Model 18 Automatic Tacker**. This modern improvement does all that old-fashioned hammer and tacks can do and then some. Simply by pressing down on the handle, powerful leverage is released which drives twinpoint staple tacks just exactly where they are needed . . . within one sixteenth of an inch of an edge or in confined spaces where a hammer can't be used.

Everyone needs to tack things. You can supply them the means to do so by selling them Hotchkiss tackers and also assure yourself a constant series of repeat sales of staples for these tackers.



HOTCHKISS MODEL 18 TACKER

Finished in frosted nickel. Die-cast frame with hardened steel working parts. Fits the hand perfectly. Weighs only 24 ounces. Magazine holds a strip of 70 staple-tacks. Loads in a jiffy.

HUNDREDS OF USES INSULATING

Installers of insulation find a Hotchkiss tacker invaluable for tacking insulation in tight corners, under eaves, etc.

SHIPPING

A shipping department necessity for tacking labels and tags, lining freight cars and cases, etc.

UPHOLSTERING

Upholsterers love it. They hold material with one hand, and tack it with the other.

SCREENS

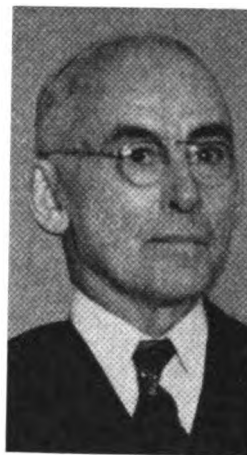
Carpenters and handy men say it's the greatest tool they ever used for tacking screen wire on screens.

OVER HALF A CENTURY OF EXPERIENCE

Since 1896, Hotchkiss has specialized in the manufacture of superior tacking and stapling devices. Our large plant in Norwalk, Connecticut is devoted exclusively to this work.

For details, write to:

THE E.H. *Hotchkiss* COMPANY
NORWALK • CONNECTICUT
"Pioneers in all that's best in stapling"



FRANK E. PELTON

F. E. PELTON HONORED BY PARTY MARKING 50TH ANNIVERSARY

On the occasion of his 50th anniversary in the hardware field, F. E. Pelton, president, Pelton Bros., Inc., 107 N. Main St., Herkimer, N. Y., was tendered a dinner at the Prospect Hotel, Herkimer, N. Y., on Jan. 10th at 6:30. Dr. Albert Judd, director of the Folts Home Institute, Methodist Home for the Aged, was toastmaster and introduced the many speakers of the evening who paid tribute to Mr. Pelton. Among the out of town guests who spoke were: H. P. Aikman,

Cazenovia, N. Y., Frank Dea, Utica, Henry Belos, Utica, Joe Knight, Charles Millar & Co., Utica, Frank Sticht, Fort Plain and Mr. & Mrs. Schuyler Harrison, daughter and son-in-law of Mr. Pelton. George Wilkins, an employee who has spent 25 years in Mr. Pelton's business presented him with a set of cufflinks, and tie clasp on behalf of the company's employees.

Geo. M. Hoy, formerly an associated editor of **HARDWARE AGE** New York City, and now vice president and general manager of Pelton, presented Mr. Pelton with a **HARDWARE AGE** Fifty Year Club membership.

MCDUGALL ELECTS OFFICERS, DIRECTORS

At the annual meeting of stockholders and directors of the McDougall-Butler Co. Inc., Buffalo, N. Y., Herbert J. Miller was elected executive vice-president, and Edward J. Butler, factory manager, was elected vice president in charge of production and purchasing. Andrew S. Butler, president and H. Vernon Smith, secretary, were re-elected.

The following directors were re-elected: Andrew S. Butler, Herbert J. Miller, Edward J. Butler, Andrew S. Butler, Jr., and H. Vernon Smith.



Sherwin-Williams regional and division sales managers "spoke their piece" at the recent three day sales meeting held in Cleveland. The field men took over after C. M. Lemperly, vice-president and director of sales, spoke on "Across the Board Selling." There were panel discussions covering the major phases in the marketing program including: Market Analysis, Hiring and Training Salesmen, Branch Dealer Operation—the Key to a Profitable Branch Operation, and Dealer Operations. The S-W blueprint for "Selling Across the Board" was discussed a full day, with actual dramatizations of the approach to serving the market. The third day's session covered S-W special household products. Pictured standing left to right: E. T. Deasey, San Francisco; L. W. Dasbach, advertising manager and Fred W. Waner. Left to right, seated: J. L. Rutledge, Philadelphia, E. T. Housekeeper, Pacific Coast vice-president, Oakland; J. A. Till, Houston, South Texas division, and F. W. Griffith, Denver, Oklahoma-Kansas division.



Ben McCabe, at left, chairman of the board of the National Tax Equality Association, 231 S. LaSalle St., Chicago, 4, and Seth Marshall, chairman of the executive committee, both of whom were elected at the annual meeting of the association held Jan. 23. Other officers elected include: Garner M. Lester, president, Robert L. Rote, first vice-president, Philip P. Bash, second vice-president, Fred Pabst, vice-president, J. Adams Bruce, vice-president, J. Gordon Roberts, treasurer, and Oscar L. Malo, secretary. Mr. Lester, is president of his company, G. M. Lester & Co., cotton ginner, Jackson, Miss. Mr. McCabe was elected president of the association at the first meeting of the board in 1943 and served continuously in that position until the meeting of Jan. 23, 1948. Many members of the board praised his splendid four-year leadership in the effort to acquire tax equality. Mr. Marshall, elected to a newly created position, is president of the Marshall-Wells Co., wholesale hardware dealers, Duluth, Minn. He has been chairman of the Committee on Cooperatives of the National Wholesale Hardware Association.

BUCKEYE ALUMINUM APPOINTS SALESMAN

Charles W. McClarran has recently been appointed sales representative for The Buckeye Aluminum Co., Wooster, Ohio, in the



CHARLES W. McCLARRAN

western part of Ohio and the southern part of Indiana. Mr. McClarran will cover all classes of trade.

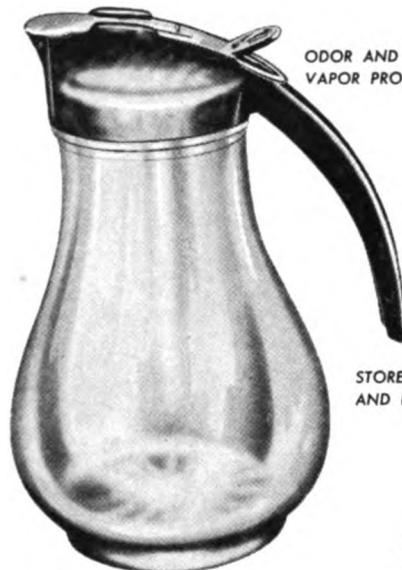
TEXAS WHOLESALE, BOOSTERS STAG DINNER

The semi-annual meeting of the Texas Wholesale Hardware Association, held recently at the Baker Hotel, Dallas, Tex., was confined to routine discussions primarily, although the wholesalers went on record as favoring non-interference of states' rights by the federal government in the matter of tidelands in Texas and elsewhere. The 1948 annual convention will be in Galveston with headquarters at Hotel Galvex, June 11-12.

The stag dinner given by the Texas Hardware Boosters for the wholesalers in the Crystal Ballroom of the Baker Hotel was a most enjoyable affair and well attended.

a LEADER with PLUS... NA-MAC'S DUTCH SERVER

EASY
TO CLEAN
AS A KNIFE



ODOR AND
VAPOR PROOF



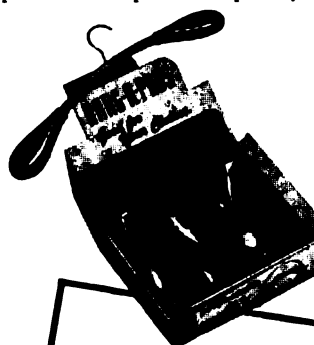
STORES
AND FOURS



A low-priced dripless server for all liquids, by the makers of the incomparable Dripcut — "dripless, dropless, always spotless." Like Dripcut, the Dutch Server has patented removable cutoff slide of stainless steel — "as easy to clean as a knife." Available in the most popular 12-oz. size, with crystal-glass container and one-piece grained plastic top, the Dutch Server is a superb price leader or promotion specialty with Na-Mac quality appeal.

NA-MAC HANG-R-PADS

Sight sellers! Colorful plastic Hang-R-Pads fit snugly over the ends of ordinary wood coat hangers, prevent sagging shoulders, save the shape and drape of clothes. Every home needs lots of them! Attractively display-boxed in sets of six!



The story with 17 million readers

NA-MAC'S
"Star-Spangled" NATIONAL
ADVERTISING CAMPAIGN



NA-MAC PRODUCTS CORP.
SUBSIDIARY OF WILLIAM R. WARNER & CO., INC.

1027 NO. SEWARD STREET



LOS ANGELES 38, CALIF.

A BIG ADVERTISING CAMPAIGN FOR A BIG H-I SELLING YEAR

Larger ads and more of them—striking color advertisements with hard-hitting, hard-selling copy . . . new magazines—including *Collier's* and *Holiday*—plus all the leaders in the outdoor field—plus *True* and *American Legion* . . . That's the H-I advertising program for 1948. It's a BIG program for a BIG H-I selling year.



43,000,000
Selling
Messages
Beamed at
Your Customers
in These
Leading
Publications

HORROCKS IBBOTSON CO.

UTICA, N. Y.

Manufacturers of the Largest Line of Fishing Tackle in the World



HARRY J. WOLFSON

New England representative of the Hamilton Mfg. Corp., Columbus, Ind., president-elect of the Housewares Club of New England, will be officially installed at the club's March meeting.

CRAWFORD APPOINTED PACIFIC SALES MGR. CROSELY DIVISION

J. D. Crawford has been appointed as regional sales manager of the Pacific Northwest region, Crosley Division, the Avco Manufacturing Corp., Cincinnati.

Mr. Crawford will handle the states of Washington, Idaho, Utah, Montana, Oregon and parts of Wyoming and Nevada, as well as Alaska.

He was formerly associated with a radio and appliance distributor in Memphis, Tennessee, and a partner in the Cravier Chemical Company of Memphis and Houston. For many years he was the owner of a radio appliance business in Texas.

GILLESPIE HEADS HOUSEWARES CLUB IN KANSAS CITY

Kenneth G. Gillespie, general manager of Jenkins Wholesale Division, was recently elected president of the Kansas City Housewares Club. J. Norman Gosney, Katz Drug Co., whose term of office expired recently, conducted the meeting at Hotel Phillips.

Other officers elected include J. Heard Wimberly, Jr., Superior Distributing Co., first vice-president; B. J. Enright, Duff & Repp, Inc., second vice-president; Robert P. Ingram, Robert P. Ingram & Co., secretary; Bert J. Clark, Bert J. Clark Co., treasurer.

The officers serve on the board which is made up of the following additional members: J. Norman Gosney, Katz Drug Co.; Guy Jones, General Electric Co.; L. S. Gershon, L. S. Gershon & Son; Jack Robertson, Jenkins Wholesale Division; Walter Drew, Drew Hardware Co.; Jim Bowe, Superior Distributing Co.; Florent Faeth, Stowe Hardware & Supply Co.



OHIO ASSOCIATION EXECUTIVE MEMBERS in session during the association's annual convention and exhibit Feb. 3-6, at Cleveland, Ohio, are seated left to right, H. G. Houk, Carey, director; L. P. Vallery, Waverly, retiring president; A. H. Carpenter, Athens, director; Carl E. Fitzgibbon, Cleveland new president. Standing, left to right, John B. Conklin, Columbus, secretary-treasurer; C. W. Waldogel, Archbold; W. J. Wittekind, Cincinnati; Arthur Beiner, Dover, director; Ira A. Burbick, East Liverpool, director; Carl E. Graeff, Dayton, director; F. H. McMillen, Hilliards.

The association passed resolutions favoring the amending of the Tax Laws; amending the federal Wage-Hour Law, opposing any attempt to repeal either the State Fair Trade Law or the Miller Tydings Act; favoring the taxation of co-operatives and favoring the Government control of credit.



GERARD J. CARNEY

CARNEY HEADS SALES FOR LODGE & SHIPLEY SPECIAL PRODUCTS

Gerard J. Carney has been appointed sales manager of the special products division of Lodge & Shipley Company, Cincinnati, Ohio, manufacturers of the Choremaster precision-built garden tractor and various geared assembly units for other manufacturers.

Mr. Carney, a native of New York, received his Bachelor of Arts degree from Fordham University in 1940. He served five years in the United States Army, rising from second lieutenant to major in the Coast Artillery. During the European campaign he was on the staff of Lieutenant General W. H. Simpson, commanding general of the Ninth Army. Prior to that he commanded anti-aircraft batteries in Europe, the Pacific and this country.

Following the war, Mr. Carney joined the Procter & Gamble Company as industrial sales representative for Southern California and he was then promoted to assistant sales manager of the industrial sales department and moved to Cincinnati.

RENOWN STOVE MAKES SALES APPOINTMENTS

The Renown Stove Co., Owosso, Mich., has recently announced several key sales appointments. Homer L. Scott has been advanced to the post of district manager in charge of sales and dealer relations in New England, New York, Pennsylvania and New Jersey.

The western division, composed of Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska and northern Illinois, excluding Chicago, will be under the direction of C. L. Job, as district manager.

W. C. Schneider will be territory manager of Michigan including Detroit and Wayne County. Three new members of the sales force are William J. Hatch, eastern representative, who will assist Mr. Scott, Duane T. Kritchman, western representative, who will assist Mr. Job, and Philip Murnane, Chicago, Renown representative in that city.

FRANKLIN HDWE. ELECTS C. F. PARVIS, PRESIDENT

At the annual convention held by the Franklin Hardware & Supply Co., wholesalers, Philadelphia, 23, Pa., the following officers and directors were elected: Charles F. Parvis, president; M. W. Allen, vice-president; F. Leon Herron, executive vice-president and general manager; George R. Park, Jr., treasurer; T. Vanden Beemt, assistant treasurer and secretary, and E. Leon Herron, Jr., assistant manager.

The meeting was attended by about 80 per cent of the company's stockholders and was a most successful affair, according to Mr. Herron. Some manufacturers participated and there were display booths. The convention was concluded with a banquet served in Franklin's warehouse to about 175 persons. The Semi-Annual meeting will be held in Philadelphia Aug. 16th.

C. J. GOTTHARDT MADE PAYSON CORP. DEALER SALES MANAGER

C. J. Gotthardt has recently been appointed manager of dealer sales for The Payson Corp., 420 Lexington Ave., New York City 17. Mr. Gotthardt was formerly with Devoe & Reynolds and Wadsworth Howland in sales and executive positions. Most recently he was regional merchandiser in the retail stores division of Montgomery Ward with paint, wallpaper and housewares under his supervision.



C. J. GOTTHARDT

Another

FIRST

Now
**DESIGNER
OF A DECOY
WITH A
BRAND NEW
BEAK-7**

for **CARRY-LITE
THE ORIGINAL
PRODUCER OF
Molded Pulp
DECOYS!**



**--- THAT'S
PRACTICALLY
IMPOSSIBLE
TO BREAK!**

The New Carry-Lite DURA-BEAK Molded Pulp Decoy will top your 1948 list of fast sellers. Duck hunters, everywhere, will be asking for the new DURA-BEAK Decoy because beak breakage while transporting decoys is reduced to a minimum. In addition the Carry-Lite DURA-BEAK Decoy incorporates all of the other fine features long typical of Carry-Lite design . . . lightweight, water-proof, true ducklike appearance, etc. You'll profit by adding the new Carry-Lite DURA-BEAK to your line, early. Contact either your local jobber or write directly to the manufacturer today.

New Carry-Lite DURA-BEAK Decoys made only in Mallard and Pin Tail models. Traditional Blue Bill, Canvas Back, Black Duck models also available.



Instructive HUNTER'S HANDBOOK . . . A Real SALES STIMULANT

Written by Gordon MacQuarrie, one of the country's leading editors and authors on outdoor life, this highly illustrated, 56 page handbook is available for quantity distribution to your customers, over your reprint. A Free Copy of this booklet will be sent to you upon request.

Special Carry-Lite Decoys for Special Occasions



CARRY-LITE GOOSE
Truly, the finest goose decoy ever made. Same fine features as Carry-Lite Ducks makes for rapid sale upon display.



CARRY-LITE OWL
Can't tell it from the real thing. Used to hunt crows, frighten starlings, sparrows, etc. Offers year-around sales possibilities.

CARRY-LITE DECOYS

DIVISION PULP REPRODUCTION CO.

3000 WEST CLARKE STREET, MILWAUKEE 10, WISCONSIN

Chicago DIE CASTING Displays will Sell for You

Your counter becomes your stockroom when you use Chicago "on the counter" Displays

- SAVES SPACE •
- CREATES SALES •

Ask your Jobber about
No. 50 Pulley Display

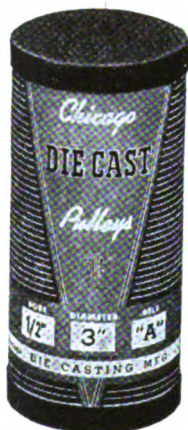
Twenty-four V-groove pulleys, in twelve popular sizes, from 1 1/2" to 5" make up this display. All pulleys are for "A" section belts, and are furnished in 1/2" and 3/4" bores. The display is attractively colored in Red, White and Blue.



Chicago Packaged Pulleys

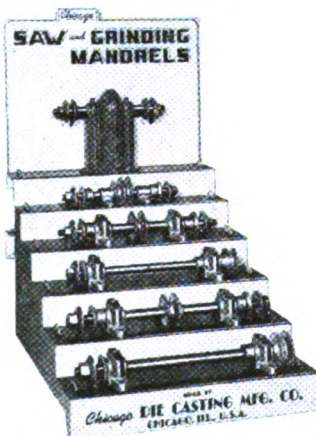
These colorful Red, White and Blue pulley display cans add to your profits 3 ways:

1. Displayed on your counter they attract customers to your home workshop line.
2. Your salesclerks save time, as each can contains 6 of one size pulley with diameter, bore, and belt size clearly marked.
3. Merchandise is always clean, and checking stock is a matter of minutes.



No. 70 Mandrel Display

This display features 6 of the fastest selling saw, grinding, and buffing mandrels. Four of the mandrels are used for grinding and buffing. The other two are to be used with circular saws. The display is colored in Red, White and Blue, and has space in the rear for other sizes.



For Full Information Ask
Your Jobber or Write
for
(Bulletin 47A)



Chicago Packaged Mandrels

Your Chicago Mandrels now come to you in this smart, new, Red, White and Blue display carton. Feature this carton with your No. 70 display and add to your sales.

Chicago DIE CASTING MFG. COMPANY
2510 West Monroe Street, Chicago 12, Illinois



25 Years with the Martin-Senour Co., Chicago, is the record held by Fred D. Randall, right, salesman, shown with William M. Stuart, president at the annual "Silver Anniversary Dinner" held at the Red Lacquer Room of the Palmer House, Chicago. Mr. Randall, Robert Pilling, accountant, and William Trantina, were presented with gold engraved watches, upon joining the group. Special recognition was also given to Mrs. Anne T. McLaughlin who received a gold engraved watch and P. C. Frayser, merchandise manager, who was presented with a console radio, both of whom have also served 25 years although a part of their service was with affiliated companies.

SYLVANIA ELECTRIC NAMES TWO DIVISION MERCHANDISE MGRS.

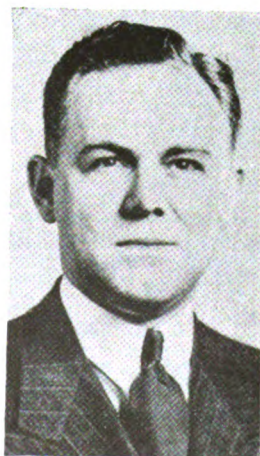
Garlan Morse and Frederick W. Fulle have been recently appointed merchandise managers of the Lamp division and the Fixture division, respectively, of Sylvania Electric Products, Inc. Mr. Morse, who has been directing sales activities for both divisions will now devote his entire time to merchandising policies and distribution problems of the lamp division.

Mr. Morse has held various positions in the manufacturing, production, merchandising and sales departments of the lighting division in his 12-year association with the company. Mr. Fulle, with 20 years' experience in the lighting field, will assume the same responsibilities for the fixture division. Joining Sylvania in 1943 as merchandising manager

of cold cathode products, he most recently supervised production and sales of the wiring devices plant.

LOUIS KRAUSS ELECTED PRES. MASSACHUSETTS HDWE. DISTRIBUTORS

At the annual meeting of the Massachusetts Hardware Distributors, Inc., dealer owned wholesalers, held at the Hotel Gardner, Boston, Louis Krauss, Adams Hardware Co., was elected president. Other officers elected include: Aaron Mendelsohn, Mendelsohn's Inc., vice-president; Hy Siegel, Siegel Hardware & Paint Co., treasurer; and Albert Rosen, Rosen's Hardware, clerk. Arthur Veneza, general manager, extends an invitation to all New England hardware and allied line dealers to visit and inspect the warehouse at 32 Cambria St., Boston.



GARLAN MORSE



FREDERICK W. FULLE



J. L. McDermott

J. L. McDermott Made Western Sales Mgr. Glyco-Ryexter Div.

J. L. McDermott has recently been appointed western sales manager of the Glyco-Ryexter Division, Joseph T. Ryerson & Son, Inc., Chicago, Ill. Mr. McDermott has sales supervision in the area extending west from Pittsburgh to the Pacific coast. He joined the company in 1923 and was appointed Glyco babbitt sales representative in 1926 and in 1927 establishing headquarters in Cleveland. In 1931 when the company introduced Ryexter non-metallic bearings, he moved to

Pittsburgh as district sales representative of both Glyco and Ryexter materials.

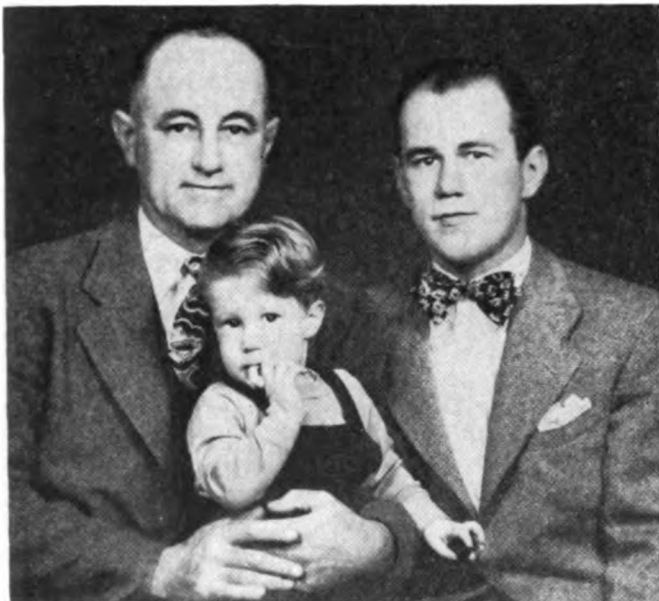
CYRUS LEWIS RETIRES AS PRESIDENT OF LOGAN-GREGG HDWE.

Cyrus Lewis, has retired as president of Logan-Gregg Hardware Co., wholesalers, 121-129 Ninth St., Pittsburgh 22, Pa., although he will continue as a director.

J. M. McClelland has been elected president and treasurer. He was formerly executive vice-president. Harvey S. McMillin, formerly sales manager, was named vice-president and general manager. Ralph C. Harms and Carl H. Markel were elected purchasing agents and members of the board.

HEALTHWAYS OPENS NEW PLANT, LANCASTER, PA.

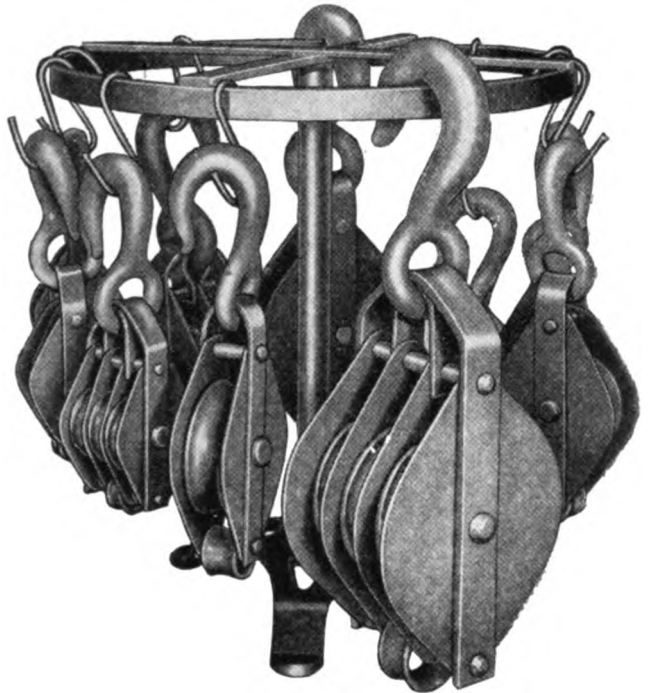
Healthways of Hollywood, 1360 E. 16th St., Los Angeles 21, has announced the opening of a new plant in Lancaster, Pa. The company offers such exercising devices as the Hollywood stretch to health, giant exerciser, perfect man minute gym and the champion skip rope. Also offered is an aquatic line including Webby's, Aqua-Vue dive mask, deluxe goggle and speed web swim glove.



(Neely Studio)

Edward Dare Sperry, Sr., formerly vice-president and general manager of H. B. Sherman Mfg. Co., Battle Creek, Mich., resigned recently, to become sales agent in the Western territory for the Swan Rubber Co., Bucyrus, Ohio. His son, Edward D. Sperry, Jr., is associated with him. Their office is located at Carpinteria, Cal., post office address being Box 25. Mr. Sperry, Jr., was formerly a manufacturer's representative in the midwest and is now seeking an additional line or two on a commission basis. Shown left to right are: Mr. Sperry, Sr., his grandson and son.

Sell the best . . .
Moline
Steel Tackle Blocks



Strong-Sturdy Dependable

The dealer who displays and sells MOLINE Steel Tackle Blocks is doing his customers a real favor and at the same time increasing his own profits. MOLINE blocks are made for both manila and wire rope with loose side hooks and come in sizes from 4" to 14", and for rope 1/2" to 1" diameter. They have heavy steel side plates and U-brackets; strong, oversized, extra strong hooks and thimbles; and are finished in rust resistant enamel. Rope life is increased because of rounded edges on side plates. The counter display stand as illustrated will sell these blocks for you.

ORDER TODAY FOR QUICK SHIPMENT!

Write Dept. HA-10 for full information.





McMILLAN ROBINSON

McMILLAN ROBINSON ELECTED VICE-PRESIDENT OCEAN CITY MFG. CO.

McMillan Robinson has recently been elected vice-president and director of Ocean City Mfg. Co., Philadelphia, Pa. Mr. Robinson was formerly sales manager for the company.

MAYER HARDWARE HAS CHANGED HANDS

After more than 50 years of operation under the guidance of the founding family, the George Mayer Hardware Co., Denver,

Colo., has been purchased by O. L. Davis and Frank M. Ashley. George E. Mayer will remain with the firm, however, as adviser and consultant.

Both the new owners of the Mayer Hardware Co. are war veterans and have had extensive business experience. Mr. Davis was formerly with the Mountain Motor Co. and with the Department of Commerce.

Mr. Ashley, a well-known sportsman, was formerly connected with various skiing activities in Aspen, Colo., and has had considerable other business experience throughout the state.

JANNEY-SEMPLER-HILL NAMES NEW BUYER

Janney-Semple-Hill Co., Inc., 22-36 S. 2nd St., Minneapolis 1, Minn., wholesale hardware distributors, has announced election of a new director and appointment of a new buyer. O. H. Englund, merchandise manager and buyer of major appliances, associated with the company since 1918, has been elected a director of the company. J. P. Pottner, associated with the company for 46 years is retiring as buyer of housewares but continues as a director of the company.

H. F. Hagberg, associated with the company for 30 years, succeeds Mr. Pottner as housewares buyer. He had previously been selling to the department store trade.

MARDIGIAN ACQUIRES MANUFACTURING PLANT

Mardigian Corp., rolled aluminum cookware producer, has recently acquired a manufacturing plant at 21930 Grosbeck Highway, East Detroit, Mich. The building includes 62,000 sq. ft. of floor space. Mardigian's cookware line is marketed under the trade name Marco and Marco Mfg. is the name selected for this separate and distinct unit housed in the plant. However, president and chairman of the board of the parent company will direct and coordinate activities of the new firm.

SCHULTZ DISTRIBUTORS FOR DEXTER PRODUCTS

H. Schultz & Sons, 620 Market St., Newark 5, N. J., has recently been appointed exclusive distributor for the Dexter Co., Fairfield, Iowa, single and twin tub washing machine manufacturers, in northern New Jersey and Rockland and Orange Counties in New York State.



ROBERT N. HICKS, JR.

R. N. HICKS APPOINTED SALESMAN INDEPENDENT LOCK COMPANY

Robert N. Hicks, Jr., has recently been appointed representative in Alabama, Arkansas, Louisiana, Mississippi and Western Tennessee for Independent Lock Co., and Lockwood Hardware Mfg. Co., Fitchburg, Mass.

Mr. Hicks devoted 4½ years in the armed services in the 69th infantry division. He has served as assistant to the contract department manager at the factory and assistant in the sales manager's office. Mr. Hicks will be under the supervision of his father, R. N. Hicks, Sr., southern sales manager of both companies.

GENERAL MILLS RESUMES PRODUCTION OF PRESSURE QUICK SAUCEPANS

General Mills, Minneapolis, Minn., has announced that production of the Pressure Quick saucepans will be resumed in a plant at Bloomington, Ill., as the company's plant at 3127 Hiawatha Ave. was destroyed recently by fire. The Tru-Heat Iron and steam ironing attachment will continue to be manufactured in the Minneapolis plant at 1630 Central Ave.

EMERSON RADIO—NEW YORK APPOINTS TWO SALESMEN

Emerson—New York Inc., distributors for Emerson Radio and Phonograph Corp., in the Metropolitan area, recently announced the appointment of two new salesmen. Edward T. Kernan, formerly associated with Federal Radio will represent the company in Westchester County. Mr. Arnold L. Scheinberg, formerly of Emerson—New York's Parts Division has been advanced to the radio division. He will cover the upper Manhattan territory.



The members of the general merchandising division of Devoe & Reynolds Co., 44th St., & First Ave., New York City, 17 recently honored George H. Fitch at a luncheon at the Hotel Roosevelt in New York, marking his departure for Louisville, Ky., where he will take up new duties with Jones-Dabney Co., division of Devoe. Mr. Fitch served as executive assistant general merchandising manager during the past year and has been succeeded by G. P. Hall. He was presented with a plaque and desk set by his co-workers.

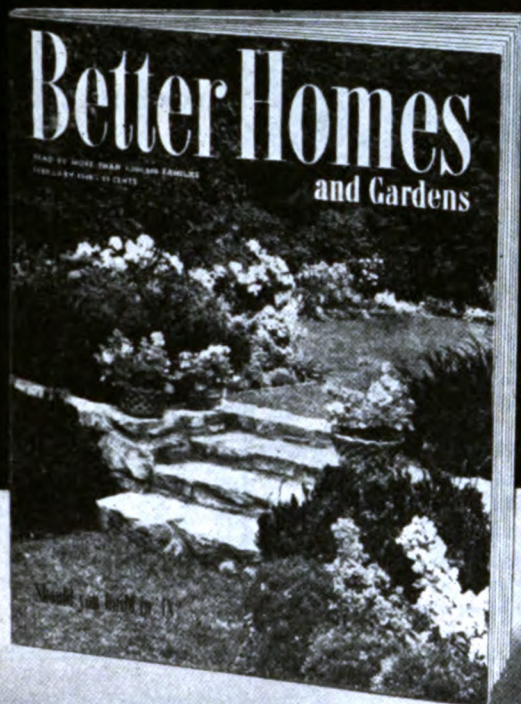
Mr. Fitch joined Devoe in 1940 in the advertising department, served subsequently with Wadsworth, Howland & Co., New England Devoe affiliated, the Devoe Stores Merchandising Division, then General Merchandising Division with an interlude as a major in the AAF. Shown above, left to right: Jos. McGivney, Adele Peters, G. P. Hall, Mr. Fitch, A. H. Mohrhusen, general merchandising manager, W. H. Mathews, vice-president trade sales, Edna Kellershohn, Milt Groth, Meta Asendorf, Stanley Kowalski and standing are: Sidney Asp and Louis Castrilli.

NATIONALLY ADVERTISED

NEW

Feather-Lite
THE QUALITY

CO-POLYMER GARDEN HOSE



3 MILLION FAMILIES ARE GETTING FEATHER-LITE SALES MESSAGES MONTHLY!

A powerful campaign of National Consumer Advertising is creating an active demand for **FEATHER-LITE Co-Polymer Garden Hose, everywhere!** Ads of commanding size, in one and two colors, are **hammering home** to gardeners, month after month, the spectacular light weight, little bulk, better quality, and other finer features of **FEATHER-LITE Garden Hose**. Over 3,000,000 families . . . many of them your own customers . . . will get these strong sales messages. Let this campaign make big money for you. Tie in with ample stocks—with window and store displays. **FEATHER-LITE is competitively priced for fast sales and big dealer profits.** Ask your jobber—or write us for full information and details of our dealer cooperative sales plan.

Also ask about the "dealer's **FEATHER-LITE Garden Hose** department."



SALES REPRESENTATIVES IN 19 PRINCIPAL CITIES

Sandee Manufacturing Company

5050 FOSTER AVENUE • CHICAGO 30, ILLINOIS

WORLD'S LARGEST CUSTOM EXTRUDERS OF PLASTICS

Acme Ball Bearing Casters are back again ...

**Ready to Roll in any
Direction and Roll Up
Profits for You**



ACME Casters roll on balls, not on wheels. They are ideal for furniture and trunks ... won't mar rugs or floors ... move quickly and easily in any direction. And they sell as easily as they roll.

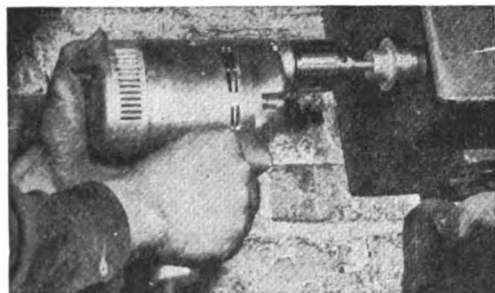
Here's the same quick-moving, quick-selling, profitable item that sold itself before the war and is ready again to roll up sales for you. Acme Casters are made in several types ... Knee Pattern ... Flush Plate ... Counter-sunk with round plate or oblong plate ... Square Flange and Grip Neck with Socket. Stock up now!

Available at your distributor.

THE SCHATZ MANUFACTURING COMPANY • Poughkeepsie, N.Y.



**Get these EASY
EXTRA PROFITS**



**Sell a MISENER HOLE SAW
with EVERY ELECTRIC DRILL**
(and Bit Brace, too)

EVERY SALE YOU MAKE of a PORTABLE ELECTRIC DRILL (also, drill press or lathe) is an opportunity to sell a MISENER Single or Multiple-out Hole Saw. The MISENER Hole Saw Line increases the hole-cutting range of a $\frac{1}{4}$ " drill to 3", and a $\frac{1}{2}$ " drill to 7". The MISENER Line of Hole Saws (from $\frac{1}{4}$ " to 15" in graduated fractional diameters) enables you to meet ALL hole-cutting needs for electricians, plumbers, steamfitters, home insulation applicators, for factory maintenance and machine production; for home workshops. Every MISENER Tool you sell starts a continuous demand for Replacement Blades. Display materials and advertising literature supplied FREE. Write for complete information NOW!

"The World's Headquarters for HOLE SAWS"

Write for Folder
"THE HOLE STORY"

MISENER

MANUFACTURING COMPANY

Write for NEW
CATALOG PAGES

SYRACUSE, N. Y.

CUTS CLEAN, FINISHED, ROUND HOLES IN

STEEL SHEET METALS PLASTICS
WOOD GLASS FIBER MARBLE TILE ETC



SYDNEY JONES

Kraeuter & Co. Inc., 583 Eighteenth Ave., Newark, N. J., manufacturers of pliers and drop forged tools, announces the appointment of Sydney Jones, 642 Brock Ave., Toronto 4, Ont., Canada, as a direct factory representative for Eastern Canada.

ST. LOUIS HARDWARE SALESMEN'S CLUB HOLDS INSTALLATION

The Hardware Salesmen's Association of St. Louis, Inc., recently held its ninth annual installation of the officers for 1948

at the De Soto Hotel. Installing officers were: A. Johnson, president; Horn, first vice-president; Thoma, second vice-president; Walter C. Mattingly, Gilbert Brown, and Robert C. Collins, arms.

Ray C. Schmitt, comptroller of the club, said the club was a success. A turkey dinner was followed by dancing.

FORM TEXAS WARES E. P. RANKIN

Edwin P. Rankin, Philip Hardware Co., Dallas, has been named president of the organized Texas Hardware of North Texas, sales managers, and buyers of business of retail hardware. The Dallas-Fort Worth Lindop, Lindop Hardware Jack Sharp, Sharp Hardware were elected vice-presidents. The club with 150 members and a contemplated ship of 500 was formed in interest in the industry.



WISCONSIN ASSOCIATION HOLDS CONVENTION

T. Johnson, Rice Lake, was succeeded as president of the Wisconsin Retail Hardware Association, at its 52nd annual convention at the Milwaukee auditorium, Milwaukee, Wis. F. Strong, Eagle River. Gerald Zenz, Lancaster, is the elected vice-president and H. A. Lewis, Stevens Point, re-elected secretary-treasurer. Carl Nelson, Park Falls, new member of the board of directors. Other directors: Messrs Strong and Zenz; S. V. Kubly, Madison; C. A. Whitewater; J. O. Gilbertson, Whitehall; Ray C. K. Milwaukee. The convention favored amendment of tax laws to repeal wartime excise tax schedules; increased personal exemptions and adoption of the community principle for all personal income tax reports; amendment of the Internal Revenue Code to "tax alike all competing businesses," amendment of the Federal Wage-Hour law—continued—to exempt retailers from its provisions, and amendment of state and Federal fair trade laws. An anti-inflation resolution urged dealers not to relax credit terms, go public, deal with the black market or to speculate in currency. Left to right, front: B. F. Strong, Eagle River, newly elected president. Rear: H. A. Lewis; Gerald Zenz and W. T. Johnson.

GRIFFIN

HINGES



GRIFFIN
Manufacturing Company
 ERIE, PENNSYLVANIA
MANUFACTURERS

AGENTS

NEW YORK: 45 Warren St.

BOSTON: 115 Broad Street

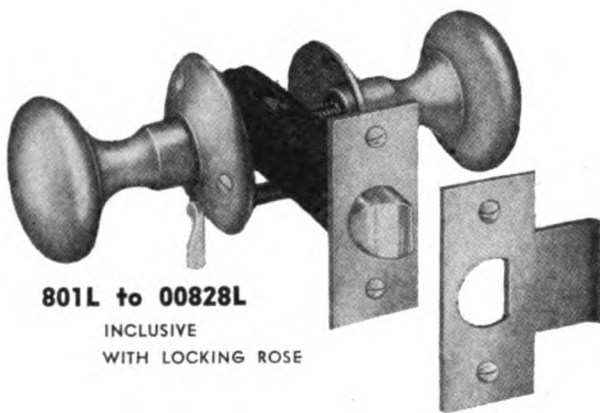
SAN FRANCISCO: 703 Market St.

SINCE



1849

TUBULAR LOCK AND LATCH SETS



801L to 00828L

INCLUSIVE
 WITH LOCKING ROSE

32 TYPES of
 TUBULAR LOCK and LATCH SETS
 in BUILDERS' HARDWARE CATALOG No. 19

700 ITEMS! BUILDERS' HARDWARE



WRITE NOW!!
 for CATALOG No. 19

ORDER
 THROUGH YOUR
 JOBBER

SAFE PADLOCK AND HARDWARE CO.
 LANCASTER, PA. U.S.A.

**HERE'S HOW
TO INCREASE YOUR**

Egg Beater

Only the
"BEST"
EGG BEATER
CAN DO THIS:

**DOLLAR
VOLUME**

Beat egg whites so firm in
28 seconds you can turn
the bowl upside down!

Beating Time Speed Tests:

Best	28 Sec.
Brand B	30 Sec.
Brand C	40 Sec.
Brand D	50 Sec.
Brand E	1 Min.



ONLY 28 SECONDS!

\$3.95

No Mail
Orders



NO OTHER
HAS ALL THESE
FEATURES:

Removable Grip Mount
Clamp (Crane, Jaw)
Program Grip Mount
No. 1 in Field
Transmission On Left
Gear
Gear Guards (Prevent
Longer Hops)
Latex Guard (Protects
Beater, Blades)
Clampless Steel Beater
Mix's Blades

PROTECT YOUR CAKE INVESTMENT
WITH THE "BEST" EGG BEATER

An Angel Food cake costs about
82¢ for ingredients - not counting
fuel and time!

In 28 seconds the "Best" Egg
Beater will beat egg whites so
fine and firm you can turn the
bowl upside down!

"That helps insure perfect re-
sults."

Get the "Best" Egg Beater
at good hardware department
and appliance stores every where.

Copyright © 1944, E.K.C.O. Co., Chicago, Ill. Patent 2,174,174

**BUY THE
"BEST"
EGG BEATER**
PRECISION MADE BY E.K.C.O.

1 Feature the
Best Advertis
Egg Beater

2 Feature the
Most Wanted
Egg Beater

3 Feature the
"BEST"
Egg Beater

Hundreds of thou-
sands sold at \$3.95.
Constantly increasing de-
mand proves it's worth more.

Best for you because
nationally advertised
to 13,000,000 readers in

GOOD HOUSEKEEPING
AMERICAN HOME
BETTER HOMES
AND GARDENS
LADIES HOME
JOURNAL



OBITUARIES

CLIFTON RODES

Clifton Rodes, 62, sales di-
rector, Belknap Hardware & Mfg.
Co., 111 East Main St., Louis-
ville 2, Ky., was stricken with a



CLIFTON RODES

heart attack while attending the
Oklahoma State Retail Hardware
Convention in Oklahoma City,
and died in his room at the Skir-
vin Hotel.

Mr. Rodes joined Belknap in
1928 as sales manager for the
paint and glass departments. He
was made director of sales for
the western sales division in 1931
and in 1942 he was elected a di-
rector of the company. Mr. Rodes
owned a 525-acre farm in Oldham
County on the Louisville-La-
Grange Rd., and was known as
a leading Duroc hog breeder in
the South. In 1940 the United
Duroc Record Association award-
ed his Fox Run Ranch herd sec-
ond place in a national contest.
He devoted much of his leisure
time to breeding and raising
Hereford cattle. Mr. Rodes was
president of the Kentucky Polled
Hereford Association, the Na-
tional Polled Hereford Cattle
Association, the Kentucky Pure-
bred Livestock Association, and
the Kentucky Duroc Breeders
Association.

ARTHUR THOMAS BYRON

Arthur T. Byron, 76, retired
hardware dealer, of Owingsville,
Ky., died after suffering a heart
attack in Sebring, Fla. He and
his wife had been in Sebring
about a month to spend the win-
ter at the home they bought re-
cently. Mr. Byron was a former
mayor of Owingsville and former
president of the Kentucky Hard-
ware & Implement Dealers' Asso-

ciation. Mr. Byron had been a
member of the Masonic order for
more than 50 years, and was
prominent in the civic, religious
and fraternal affairs in Owings-
ville.

OTTO L. BURGER

Otto L. Burger, 75, former
president of the Kruse Hardware
Co., Cincinnati, Ohio, and re-
cently chairman of the board,
died in Bethesda Hospital of in-
juries sustained in an automobile
accident near his home in Sep-
tember, 1947.

Mr. Burger was president of
the wholesale hardware firm from
1918 to 1944. He retired in 1944
after serving three years as chair-
man of the board.

At the age of 19 he went into
business with the late Henry
Bode of the Bode Hardware Co.
When Mr. Bode retired in 1902
the firm became the Kruse Hard-
ware Co., and Mr. Burger became
secretary.

First president of the Cincin-
nati Hardware Club in 1910, Mr.
Burger had been active in Rotary
affairs since 1917. He was a di-
rector of the Atlas National Bank
and a member of Carson Lodge,
F. & A. M.

ROBERT LYNN DUNCAN

Robert Lynn Duncan, 45, vice-
president and sales manager of
the Midland Co., South Milwau-
kee, Wis., was instantly killed on
Feb. 6, while cleaning a gun. Mr.
Duncan, who was widely known
by the hardware trade in the
Midwest, had joined the Mid-
land Co., makers of farm and
garden implements, in 1942 and
was appointed vice-president last
fall. He is survived by his wife,
who suffered a broken back while
tobogganing just a week before,
and a small son.

GEORGE F. SISBOWER

George Franklin Sisbower, 70,
sales manager of the Southington
Hardware Mfg. Co., Southington,
Conn., died recently at his home
following a brief illness. Prior to
his association with the latter
concern, he was general manager
of the New York branch of Rome
Mfg. Co. for 35 years.

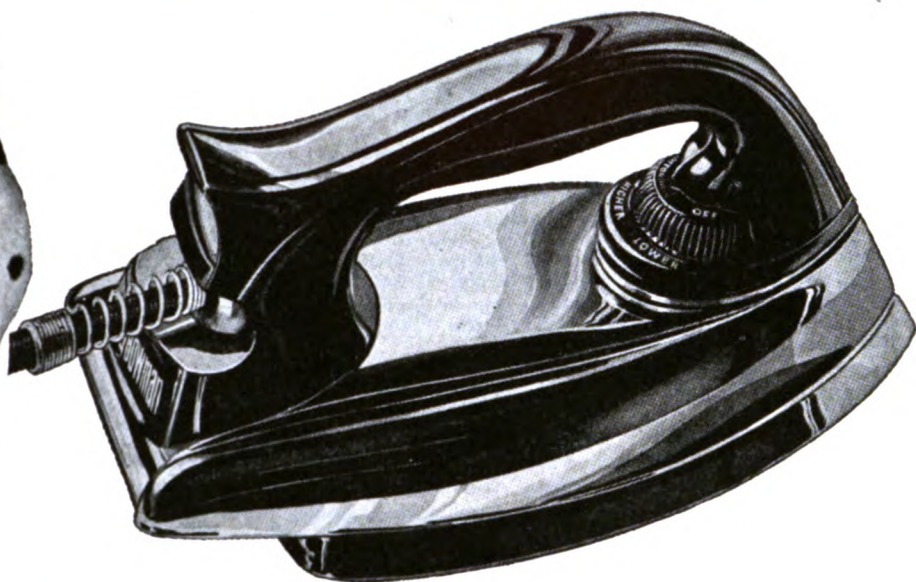
GILMAN D. PERKINS

Gilman D. Perkins, treasurer
and purchasing agent for the
Union Steel Chest Corp., Le Roy,
N. Y., died recently.

EKCO Products Company, Chicago
National Sales Representatives, D. E. Sanford Company

LOOK! THE EASY WAY TO SHOW AND SELL

The Iron that Wags its Tail to make Friends!



1 No other iron has this fool-proof, swivel-attached cord that follows every stroke perfectly, avoids tangling. So demonstrate this exclusive Manning-Bowman feature *first*, and tell customer, "See? The Iron-That-Wags-Its-Tail!"



2 Next, show how bakelite handle is equally comfortable for right- or left-handers. Then demonstrate thumb-tip temperature dial with choice of heats from RAYON to LINEN, plus OFF.



3 Be sure to call attention to the neat point and beveled edge that iron smoothly around buttons, pleats, seams. Note the attractive chrome finish—perfect balance—even, automatic heat.

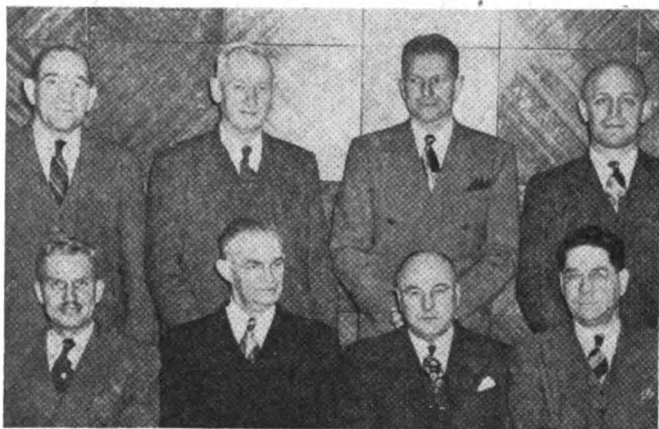


4 Then tell your customer about the rest of Manning Bowman's quality family: toasters, percolators, broilers, automatic grills, waffle bakers, heating pads. You may make *another* sale!

Manning Bowman Means Best

Manning, Bowman & Co., Meriden, Connecticut. • In Canada: Manning, Bowman & Co. (Canada) Ltd., Oakville, Ont.

THE LINE THAT'S ALWAYS IN DEMAND



OKLAHOMA DEALERS ELECT: At the annual convention of the Oklahoma Retail Hardware Assn., held recently in Oklahoma City, the officers elected were: front row, left to right, R. K. Thomas, Oklahoma City, Okla., secretary-treasurer; George G. Pinkerton, Bartlesville, retiring president elected to advisory board; J. A. Wheatley, Yucon, new president; J. Dewey Clemens, Ardmore, first vice-president. Rear row, left to right, M. E. Culp, Duncan, advisory board; C. L. Murphy, Stillwater, director; Wallace Kelly, Tulsa, director; L. P. Rice, Watonga, director. Directors not in the photograph are C. S. Springer, McAlester; Stewart Martin, Okmulgee, and O. D. Fenimore, Woodward.

HARDWARE BOOSTERS HEAR ADDRESS ON "CUSTOMS PITFALLS"

Hardware Boosters, Inc., held a meeting at Whyte's Restaurant, 145 Fulton St., New York City, on Jan. 30. The guest speaker was James F. Donnelly, Barnes-Richardson & Coburn, customs attorneys, New York City. Mr. Donnelly who was formerly connected with U. S. Customs Service for 10 years served as assistant solicitor of the Port of New York and later was special customs attorney in the U. S. Department of Justice. A known authority on imports and exports, he discussed "Customs Pitfalls," touching on imports and exports. His remarks dwelled on smugglers, cheaters, and forgers of declaration on personal baggage when returning to the United States.

There were 34 members and three guests attending. An amendment was made in Article VII of the by-laws, referring to the election of members. The journal committee reported a showing of over \$1,000 profit. The Sightless Children Christmas Party was declared a success and a credit to the organization.

WESTERN MARKET BUYERS INTERESTED IN QUALITY AND MATERIALS

The recent Western Winter Market Week at the Western Merchandise Mart, San Francisco, broke all records for at-

tendance, Monday through Saturday, according to the directors. Dealers and buyers from the islands of the Pacific, England, Norway, India, Canada, as well as the United States, attended the market. The buyers were said to be interested in merchandise of quality and emphasis was placed on design, workmanship and materials. Exhibitors reported that buying was in the "good to satisfactory" range.

The expanded showings and the increase in the number of

exhibitors were demonstrated by the Western Mart Directory of 800 pages listing the lines of over 2000 manufacturers. The Seven-Markets-In-One in San Francisco include: floor coverings, radio and appliances, gifts and housewares, furniture, linens and domestics, decorative textiles and toys and juvenile goods.

THOMSON-DIGGS PLANS OFFICE-WAREHOUSE COMBINE ADDITION

Charles L. Mason, president and general manager of the Thomson-Diggs Co., Third and R Sts., Sacramento 4, Cal., wholesale hardware distributors, has announced that plans are complete for the construction of a \$500,000 addition to the company's warehouse and office building. The four-story addition will be erected at Second and R Sts. and will adjoin the present office building and warehouse which stands on the southwest corner of Third and R Sts.

Mr. Mason said the office staff will be moved to the top floor of the addition and the present headquarters will be used entirely for housing merchandise. The first three floors of the addition will be used also for storage purposes.

The new building will provide the company with 55,000 more feet of floor space. The addition will be an all-steel, fireproof structure with the latest type of air conditioning and soundproofing facilities. The company serves a territory extending from south-

ern Oregon to Bakersfield in California and the entire state of Nevada.

NORTH COAST ASSN. ELECTS OFFICERS

At the recent annual convention, Feb. 7-10 in Portland, Ore., of the North Coast Retail Hardware Assn., Neil M. Cochran,



NEIL M. COCHRAN

Snohomish, Wash., was elected president. Other officers elected were: vice-president, Ray L. Miller, Forrest Grove; vice-president, Ron C. Warburton, Seattle; directors, George Reda, Centralia, Wash.; Chester Farr, Coos Bay, Ore.; A. L. Wold, Issaquah, Wash.; E. R. Whitmore, Buckley, Wash.; Bob Waage, Seattle, Wash., and past president, Ruel D. West, Portland, ex-officio. D. D. Stewart, Seattle, was renamed secretary-treasurer.



NEW OFFICERS MOUNTAIN STATES ASSN.: Elected at the recent annual convention of the Mountain States Hardware & Implement Assn., Boulder, Colo., are, standing left to right, Lewis Hunter, Standard Mercantile Co., Fort Collins, Colo., director; Harold Gilliland, Gilliland Hdwe. Co., Las Animas, Colo., second vice-president; Bert Jessup, Valley Implement Co., Monte Vista, Colo., director; Henry Brown, Brown-Fraser Power Equipment Co., Eaton, Colo., director; James E. Ward, national counselor; S. Lorane Fredregill, Sterling, Colo., implement dealer, retiring president.

Seated left to right, are: Leland Schmidt, Schmidt Hdwe. Co., Grand Junction, Colo., director; James F. Ellis, Ellis & Capp, Greeley, Colo., first vice-president; Ed Romine, Schulte Hdwe. Co., Casper, Wyo., new president; Mrs. Margaret A. Bartlett, Boulder, Colo., secretary-treasurer; Joe F. Kellogg, Linder Hdwe. Co., Golden, Colo., director. Henry Siebott, Siebott Hdwe. Co., Craig, Colo., also a director, is not shown in photograph.

The **FASTEST SELLING** CLOSET ITEM ON THE MARKET



**NO SCREWS.....
NO NAILS.....
WILL NOT SAG,
BEND OR SLIP!**



TELESCOPING • ADJUSTABLE **WARDRO-BAR** and Shower Curtain Bar

- 24 INCH LENGTH THAT EXTENDS TO 42 INCHES
- 42 INCH LENGTH THAT EXTENDS TO 72 INCHES
- 47 INCH LENGTH THAT EXTENDS TO 84 INCHES

The smoothest, smartest item in any closet houseware or hardware line—and the fastest selling, too! It doubles closet space . . . adds extra hanging space for towels, lingerie, etc., is permanent . . . yet easily moved with no telltale screw or nail holes. And they sell on sight—because every home can use from one to six bars! Individually packed . . . for immediate delivery!

If your dealer cannot supply you, send us his name with your inquiry.

ROP-LOC PRODUCTS CO.

1401 WEST 9th STREET

CLEVELAND 13, OHIO

**WITH 70 YEARS
EXPERIENCE**



CYLINDER TUBULAR NIGHT LATCH No. 90
Reversible
Forged Brass Latch and Back Plate

PROMPT SHIPMENTS

SKILLMAN **HARDWARE**
MFG. COMPANY
TRENTON 4, N.J.

KWIK-LITE

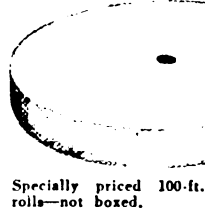
The Extra Value
ASBESTOS
KINDLER WICK
for Oil Burners



5 1/4-ft. lengths in colorful individual cartons. 12 cartons in eye-catching display container.

The famous Kwik-Lite Asbestos Oil Burner Wick. Made right. Quick kindling. Long lasting. Sells and satisfies. Offers extra sales advantage for every merchandising requirement from attractive display packaging to quality at low cost. Priced to sell. Attractive discounts.

Ask your Jobber or mail coupon.



ASBESTOS TEXTILE COMPANY, Inc.
167 W. Wacker Drive, Chicago.
Send literature on Kwik-Lite Oil Burner Wick with prices and attractive discounts.

Name.....
Address.....
Company.....
Check ☐ Mfr. ☐ Dist. ☐ Dealer



Robert H. Clark Co., Beverly Hills, Cal., makers of Genie can openers, flew to New York a shipment of can openers to meet the third section of the Friendship Train. Additional Genies will be flown to Europe to overtake the first two shipments of Friendship contributions.

Today the company operates one of the foremost gray iron foundries in Connecticut, producing a variety of high grade gray iron castings ranging in weight from one ounce to six tons and brass, bronze, and aluminum. The factory division produces the Westco can openers, Blue Whirl egg beaters, bathroom fixtures, and kitchen tools of many kinds.

GEO. WARNER ELECTED PRESIDENT HARDWARE SQUARE CLUB

George W. Warner, Geo. W. Warner Co., was recently elected president of the Hardware Square Club of New York, Inc., at the Hotel Cornish Arms, New York City. Other officers installed include: Edward Brandt, first vice-president, Long Island Hardware Co.; George Jungkind, Seneca Wire Co.; Charles Pincus, Stanley Works, third vice-president; LeRoy B. Fowler, Franklin Hardware Co., and Fred A. Scholl, treasurer, Long Island Hardware Co.

Mr. Warner has arranged for the appearance of two well known guest speakers at the March meeting, which will be open to members and guests.

The annual shore dinner will be held May 6, at the Hotel Astor, New York City. Commemorating the 25th anniversary of the founding of the club, the dinner will be designated as the "Silver Jubilee Celebration." George Jungkind is chairman of the shore dinner committee, and he has announced that the main ballroom decorations, souvenirs and entertainment will stress the silver jubilee feature.

HARRY GATES, SALESMAN FOR EDW. ROBINSON

Edward E. Robinson, Inc., Nutley, N. J., has appointed Harry Gates sales representative



HARRY GATES

in New York, New Jersey, Connecticut, Rhode Island and Massachusetts. Mr. Gates was formerly associated with Whiting-Adams Co., and Star Brush Mfg. Co.

MAREMONT AUTOMOTIVE RECEIVES BRAND NAMES AWARD

Certificates of public service were recently awarded to 30 firms, among them Maremont Automotive Products, Inc., makers of leaf springs, mufflers and farm tillage tools, at a banquet held in Chicago by the Brand Names Foundation, Inc. Each firm recognized was required to have had the same brand name accepted by the public for at least 50 consecutive years.

D. M. WILKINS NAMED CONVENTION MANAGER, RESEARCH BUREAU INC.

Don M. Wilkins has been named managing director and president of the Convention & Conference Research Bureau, Inc., 1418 Walnut St., Philadelphia 3, Pa. Mr. Wilkins has resigned his position as convention traffic manager of American Airlines which he held for the past two years. Mr. Wilkins has had 23 years' experience in convention selling and servicing. He is well known to the trade as a hardware convention sales manager throughout the country.

TURNER & SEYMOUR MARKS 100TH YEAR

The Turner & Seymour Mfg. Co., Torrington, Conn., is celebrating its 100th anniversary. Elisha Turner and Philander Hines formed a partnership in 1848 to manufacture hooks and eyes. Four years later they organized a joint stock company under the name of Waterbury Hook & Eye, adding a line of sheet metal brass cornices and brass curtain rods.

In 1863 the name was changed to Turner & Clarke Mfg. Co., following which they moved to Wolcottville, Conn., and consoli-

dated with Seymour Mfg. Co. A short time later E. M. Judd & Co., New Haven, was purchased and the name became Turner, Seymour & Judd.

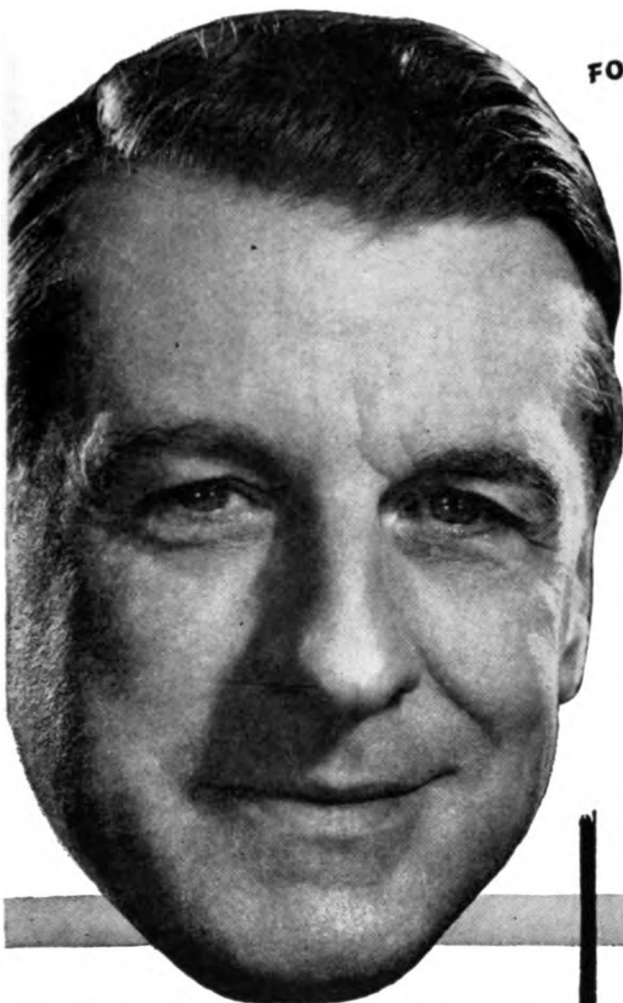
In 1867 the company procured a foundry of its own. Seven years later the name was changed to the Turner & Seymour Mfg. Co.



PANHANDLE ASSN.'S NEW OFFICERS: At the annual convention of the Panhandle Hardware & Implement Assn., Feb. 9-10 in Amarillo, Tex., the following officers were elected: front row, left to right, L. A. French, Quanah, Tex., director; R. P. Isaacs, Clayton, New Mexico, director; Carl Harrison, Memphis, Texas, president; Mrs. C. L. Thompson, Canyon, Tex., executive secretary (re-elected); A. S. Meinecke, Lubbock, retiring president, member of advisory board and national counselor; E. W. Brasch, Levelland, director; Sam Hergert, Perryton, Tex., vice-president. Back row, left to right, C. L. Thompson, Canyon, Tex., advisory board; E. C. Armstrong, Clovis, New Mexico, director; Julius W. Cox, Boise City, Oklahoma, directors; Grady Thompson, Hobbs, New Mexico, director, and L. C. Harp, advisory board.

The convention favored restoration of credit controls; exemption of retailers from provisions of Wage-Hour Law; equitable taxation of cooperatives.

FOR TOP QUALITY RUBBER PRODUCTS PRICED TO MOVE



I talk LAVELLE to my Jobber

LAVELLE stands for more than 35 years leadership in the Plumbers' Rubber Specialty Field.

LAVELLE leadership makes your sales job easier with distinctive packaging, colorful displays—a constant reminder to your customers at the point-of-sale.

Talk LAVELLE to your jobber, today.

Acme FAUCET WASHERS "Self Merchandiser"

Most popular washer assortment today. Colorful display holds 20 "see-thru" cellophane bags. Each bag contains 4 assorted size Genuine, World Renowned Acme Washers and one brass screw. Can't be topped for real value and instant sales appeal.



No. 5 Lucky Strike HOSE WASHERS

Colorful "on the spot" salesman — reminding your customers of their needs in Garden Hose Washers.

12 Garden Hose Washers in each envelope; 25 labeled envelopes to a sales-stimulating 2 color display carton.



Fit One—Fit All TANK BALLS

LAVELLE quality through and through — with special tapered seat for smooth operation on all size flush valves. Tough, black compound assures long life — satisfied customers.

COLORFUL COUNTER UNIT. Reminds — and sells your customers on this important need at a glance. Holds 12 individually packaged tank balls.



LAVELLE Rubber Company

424 North Wood Street — Chicago 22, Illinois

TANK BALLS — FAUCET WASHERS — FORCE CUPS — HOSE WASHERS — BASIN STOPPERS — REPAIR ASSORTMENTS

FEBRUARY 26, 1948

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BRAND NEW WAY

SHERWIN-WILLIAMS

NEW

SELF-SERVICE PAINT CENTER



FASTEST-SELLING PAINTS IN SHERWIN-WILLIAMS LINE!

No dust-catchers here! You stock only the world's best-known buy paints... quick-moving, quick-profit items! There's famous Sherwin-Williams SWP House Paint, Porch & Floor Enamel, Semi-Lustre Enameloid, Lin-x Clear Gloss Varnish and, of course, Kem-Tone! Our fastest-selling colors... colors of proved popularity!

FLUORESCENT LIGHTED CANOPY!

Customers can't miss it... can't resist coming over to see what it's all about! Here's a brilliant, smart addition to your store... something you'll be proud of!

HANDSOME COMPACT UNIT!

Made of sturdy steel! This complete self-service merchandiser occupies no more than 15 sq. ft. of floor space! Yet, there's sufficient shelf space to carry your complete paint stock *plus* all your color cards, color panels and instruction sheets.

FULL COLOR ILLUSTRATIONS!

Right where the customers see 'em, we've placed rich illustrations to give any man or woman painting ideas! They show the kind of paint jobs everyone wants!

COLOR PANELS!

Unmatched! These wonderful panels take the paint right out of the can and show it to the customers. They show the newest, most fashion-wise colors... the #1 selection of leading decorators. The customer sees what he wants... sees what he gets!

INSTRUCTION SHEETS!

They make it easy for anyone to do a professional-looking paint job. They're the assurance that your customers will be pleased with the paint they buy!

COLOR CARDS!

These are your *traveling* salesmen! They go home with the customer... give him a chance to study the lovely colors... show them with his own decorating scheme... they tell all about the paint... sell it! They're the best ever made!

HOW TO SELL PAINT!

Most revolutionary merchandising plan in paint history!

Just a unit . . . not a gadget . . . the new Sherwin-Williams Self-Service Paint Center is the greatest business and profit boosting plan ever offered to the paint merchant. It puts an end to big stock investment. You carry a minimum of the world's fastest selling paints . . . only the most popular colors. No dead wood! Every bit of stock is loaded into one compact, attractive hard-selling merchandiser! And of equal impor-

tance, is the fact that your local Sherwin-Williams representative *automatically* reorders stock. What's more . . . a full warehouse is within phone reach—deliveries made in 24 hours.

To guarantee great volume business, Sherwin-Williams backs you with an unequalled, concentrated magazine and *local* newspaper advertising campaign that reaches every family in your community!

COMPLETE PAINT DEPARTMENT in a few sq. ft. of space!

Here's everything you need to satisfy practically all paint customers. Exterior and interior finishes . . . the best that money can buy! Great color selections! Helps . . . decorator hints . . . instruction sheets . . . all contained within 15 sq. ft. of floor space!

MINIMUM STOCK INVESTMENT!

Not \$2,000, not \$1,000, not \$500 . . . just \$298 buys the complete Sherwin-Williams Self-Service Paint Center! It keeps the stock complete at all times. You *never* have to buy extras to store in the cellar or back room.

WORLD'S BEST KNOWN PAINTS!

There's no question about the brand name. Sherwin-Williams has been the world's leader for scores of years. It's absolute tops in quality . . . tops in consumer preference. Yes, with over 1,400 paint manufacturers in this country alone . . . people still prefer and buy the famous Sherwin-Williams Paints!

QUICK TURNOVER ASSURED!

These Sherwin-Williams paints don't sit on the shelf waiting for someone to ask for them. They're right out on the selling floor shouting, "Come here . . . I'm what you're looking for . . . take me home!" Experiences show that you can expect a minimum turnover of *5 times per year!*

DAILY REPLACEMENT OF STOCK!

A complete warehouse stock is as close as your telephone! And you get daily delivery service! In addition, the Sherwin-Williams representative *automatically* and periodically checks your stock . . . fills in any stocks that have been depleted!

GREATEST LOCAL PAINT ADVERTISING EVER!

While Sherwin-Williams is famous for its national magazine promotions, you also get consistent, highly-concentrated and hard-hitting *local* advertising! The fact is, this is the only line of nationally-known paints to give you these advantages . . . advertising in neighborhood newspapers, radio plugs, handbills, *plus* a planned point-of-sale advertising and merchandising service!

"Cash-in" on the best paint profit builder in 80 years!

There's no question . . . we *know* that the new Sherwin-Williams Self-Service Paint Center will keep your business building . . . profits booming! It took years of sales research and field study to develop it. When we urge you to "cash-in" on it, it's because we *sure you will profit!* No reduced inventory worries . . . the ever-increasing business . . . the net profit on each and every sale

. . . the streams of *satisfied* customers will make the new paint center a great addition to your store. It will become a popular institution in the neighborhood!

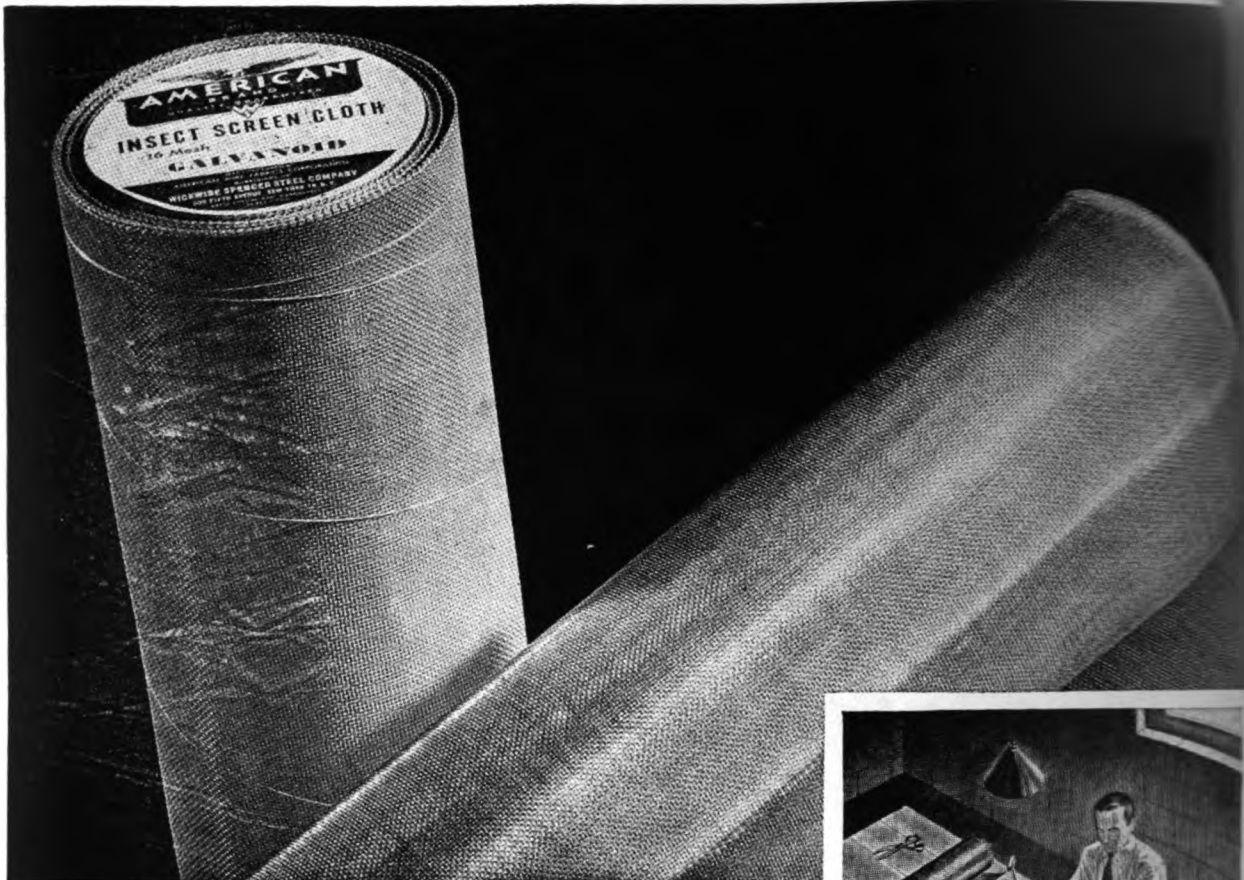
GET IN TOUCH! Phone, wire, write your local Sherwin-Williams representative. Let him give you the complete Paint Center picture. He'll show you the way to the grandest paint business you ever had!

THE SHERWIN-WILLIAMS CO.

CLEVELAND 1, OHIO

EXPORT DIVISION, NEWARK, N. J.





Now—AMERICAN BRAND INSECT WIRE SCREENING *is even better than before*

Always preferred by customers who look for long dependable service in insect wire screening, famous "American" Brand is now even higher in quality. For metallurgical research, plus improved equipment and weaving technique, has resulted in a stronger product.

Being made of *wire*, American Brand Insect Screening won't burn, melt or sag, and its stiffness makes it easy to handle. Even the amateur can make or repair his own screens, for *wire* screening lies flat across the frame—requires no stretching or pulling—assures a smooth, clean-looking job with less tacking.

Customers can select the grade that best suits their purse and purpose, for American Brand is made in bright or antique bronze, galvanoid, aluminum and other non-ferrous metals. For fast, profitable sales and satisfied buyers, feature American Brand Insect Wire Screening—the brand whose high quality has been recognized for generations.



OTHER WICKWIRE SPENCER HARDWARE PRODUCTS

Clinton Brand Hardware Cloth
Clinton Brand Poultry Netting
Wickwire Music Wire
Perfection Door Springs
Coburn Sliding Door Hardware
Wickwire Wire Rope
Wissco Clothes Line
Nails and Brads



AMERICAN WIRE FABRICS INSECT SCREENING MADE BY

WICKWIRE SPENCER

A DIVISION OF THE COLORADO FUEL AND IRON
500 FIFTH AVENUE

Steel
CORPORATION

NEW YORK 18, N. Y.

Boston • Buffalo • Chicago • Dallas • Denver • Philadelphia • Pacific Coast Subsidiary — The California Wire Cloth Corp., Oakland 6, Cal.



February 26, 1948

ADVANCES

Slab zinc. Platinum. Rolled zinc products.

DECLINES

Linseed oil. Bare copper wire. Weather-proof copper wire. Brass ingots. Wool blankets. Some copper refrigerators. Some radio sets. Flaxseed. Scrap copper. Calf skins. Paper draperies. Soap products.

Linseed oil reduced—Early in February leading crushers reduced prices for linseed oil $\frac{1}{2}$ cent per lb. On Feb. 11 it dropped another $1\frac{1}{2}$ cents per lb.

• • •

Some ups—some downs — Revere Copper & Brass, Inc., announced that effective Feb. 3, it was revising its prices of alloy products in accordance with changes in the cost of base metals. For example, alloys containing zinc and tin were advanced in proportion to the content of these metals. The price for slab zinc was recently increased $1\frac{1}{2}$ cents per lb., while tin was advanced 14 cents per lb. The company said there was no change in the prices of copper products. On Feb. 2, Anaconda Wire & Cable Co. announced its price of bare copper wire at 27.3 cents per lb., for less than carload lots, a reduction of almost $\frac{1}{8}$ cent. Weather-proof copper wire was lowered by $\frac{1}{4}$ cent to a new level of 27.85 cents per lb. for less than carload lots. There was no change in the price of magnet wire. The company said these reductions "reflect the current market levels for these types of wire," but added that the current price changes have nothing to do with the price paid for refined copper. That still remains firm at $21\frac{1}{2}$ cents per lb., Connecticut Valley base. On Feb. 6, leading brass producers announced price cuts of one cent to $1\frac{1}{4}$ cents per lb. on brass ingots. The reductions reflect heavy offerings, at lower prices, of scrap

materials used in turning out the ingots. Only a month previously, brass ingot makers had raised prices by a half cent to $1\frac{1}{2}$ cents per lb. They ascribed the advances then to scrap shortages and rising prices for such material.

Philco prices — On Feb. 2, Philco Corp. announced price reductions of up to 6 per cent on its 1948 line of new refrigerators, and up to 25 per cent on its new model radios. The company said the reductions were made possible by improved "manufacturing techniques." Vice-President J. H. Carmine emphasized that the price reductions represented lower prices only on new models, as compared with prices on last year's models of equivalent size. The new model refrigerators and radios also include features not found in last year's comparable models, he declared. For example, Philco is offering a refrigerator with eight cubic feet of storage capacity for \$299.50. This compares with \$319.50 for the company's similar 7-foot

Wholesale Hardware Sales*

By Geographic Divisions, for December, 1947

GEOGRAPHIC DIVISION	Number of Firms ^c	SALES REPORTED					SALES YEAR-TO-DATE ^b		
		Percent Change December 1947 vs.		Amount (Add 000)			Percent Change from 12 mos. 1946	Twelve Months 1947 (Add 000)	Twelve Months 1946 (Add 000)
		Dec. 1946	Nov. 1947	Dec. 1947	Dec. 1946	Nov. 1947			
U. S. TOTAL	256	+ 7	- 4	\$68,481	\$66,431	\$62,253	+22	\$769,728	\$647,589
New England.....	13	+10	+27	1,182	1,075	934	+16	18,517	15,946
Middle Atlantic.....	62	+ 4	+ 1	9,899	9,541	9,040	+19	126,919	107,682
East North Central.....	38	- 5	- 6	9,104	8,573	8,700	+24	137,857	111,419
West North Central.....	34	+10	- 9	10,829	9,826	11,090	+23	146,898	121,737
South Atlantic.....	29	+32	- 3	4,441	3,362	4,000	+29	62,346	46,273
East South Central.....	18	+21	- 5	4,474	3,664	4,713	+26	47,880	37,281
West South Central.....	24	+18	- 8	8,353	7,223	8,999	+26	97,238	77,770
Mountain.....	11	+ 1	+ 5	2,109	2,067	2,008	+29	28,827	21,129
Pacific.....	26	0	- 7	9,231	8,261	8,573	+16	122,963	106,392

Bureau of the Census

Current Wholesale Trade

a Includes 12 reports received too late to be incorporated in Census Bureau published releases.

b Includes reports received too late for inclusion in previous monthly totals.

c Number does not apply in all cases to the year-to-date figures.

States Comprising Regions:

New England—(Conn., Maine, Mass., N. H., R. I., Vt.)

Middle Atlantic—(N. J., N. Y., Pa.)

East North Central—(Ill., Ind., Mich., Ohio, Wis.)

West North Central—(Iowa, Kan., Minn., Mo., Neb., N. D., S. D.)

South Atlantic—(Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.)

East South Central—(Ala., Ky., Miss., Tenn.)

West South Central—(Ark., La., Okla., Texas)

Mountain—(Ariz., Colo., Idaho, Mont., Nev., N. M., Utah, Wyo.)

Pacific—(Calif., Ore., Wash.)

HODGMAN

JOE HODGMAN Says:
"For Any Sport
In a Storm"

WATERPROOF GARMENTS

No. 132

NYLON NEOPRENE FISHING SHIRT

The finest fishing shirt of its type anywhere at any price. Meets every demand of fishermen who want a truly excellent lightweight waterproof shirt. Made entirely from an exclusive Hodgman fabric with Neoprene Perbunan Type Coating. Special features include slash side openings, special collar which folds into a parka hood, 9" zipper front and elastic at wrists.



HODGMAN RUBBER CO.

FRAMINGHAM, MASS.

261 Fifth Ave., New York, N. Y.
15 North Jefferson St., Chicago, Ill.
121 Second St., San Francisco, Cal.

EARLY BIRDS CATCH SPRING SALES OF

READY PATCH



HOMEMAKERS with minds on spring decorating look for Ready Patch—the easy-to-use, ready-mixed patching composition for filling cracks and holes, smoothing wall surfaces. Ready Patch stocked on your shelves will prepare you for this extra-sale season. Order today—spring's on the way!

Free Ready Patch mats, counter displays now available. Write to

**TERRITORIES
NOW OPEN
WRITE TODAY**

M & H LABORATORIES
2703 Archer Ave., Chicago 8, Ill.

refrigerator last year. Among new radio models, the company is offering a new three-way portable priced at \$29.95 less batteries, compared with \$39.95 for its lowest-priced portable last year. In its console models, Philco reduced prices 6 per cent to 10 per cent from comparable models of 1947, while adding new features such as enlarged record storage space. Philco expects increases in its refrigerator sales from \$65 million in 1947 to \$100 million this year. The company's total sales of radio, refrigerators and other products were \$225 million last year.

Non-ferrous metals active—

There has been no recent let-up in the demand for newly produced copper, lead and zinc, and there is no indication at the moment of any immediate lessening of consumer inquiries. Makers of copper products are still actively seeking the refined metal. Even though producers have not yet opened their books for March delivery, many customers already have made requests covering their needs for that month. On the basis of such inquiries, it would seem that the copper supply will have to be allocated among regular customers. The demand for lead continues heavy and well in excess of supply. Consumers are said to be canvassing the market in all directions in an effort to root out additional sources of supply, but trade authorities assert their endeavors are not meeting with success. The lead price holds firm at 15 cents per lb., New York, or 14½ cents per lb. for foreign metal at Gulf of Mexico ports. The new zinc price of 12 cents per lb., East St. Louis, has not caused any diminished demand, trade members say. In the first full week at the new price level, consumers were actively seeking supplies and the 12-cent price was described as firmly set. Among the "precious" metals, on Feb. 3, the price of platinum was increased \$3 per oz. by a leading refiner. The new prices are \$69 per oz. for large lots and \$72 per oz. for retail quantities. The former prices had been in effect since Dec. 3, when they were advanced \$4 per oz. Demand for platinum is not exceptional, but there exists a tight spot supply situation, resulting from reduced imports during the past several months, particularly from Russia.

Wool blankets reduced —

Chatham Mfg. Co., a large producer of blankets, has announced a reduction of \$1 in the price of one of its leading wool blankets, bringing the retail price down to the \$10.95 pre-war level. The company said it would hold the present price line for other numbers in its 1948 offerings, despite constantly rising costs

NOW AVAILABLE!

CARLOAD QUANTITIES OF
**GALVANIZED
BEFORE WEAVING**

POULTRY NETTING

1" MESH—20 Ga.

2" MESH—20 Ga.

12" to 72" Widths

POULTRY and RABBIT FENCING
48", 60" & 72" Widths

Write for New Price List!



No. 117 portable bench grinder

\$14.95

Light, handy, efficient for workshop, garage or factory. Self-contained grinder with 1 fine and 1 coarse (4½" x ¾") grinding wheels.

New powerful shaded pole motor operates at correct speed. Self-aligning bearings, 1-piece cast aluminum housing has integral wheel guards, tool rests and switch. Plugs into any 110-120 A.C. circuit.

No. 69 Electric Drill, drills holes up to ¼" in steel. Die-cast, pistol-grip makes it natural to drill straight holes. Has specially wound high torque tool motor, only \$11.80.

Ask your dealer to show you the complete line of SpeedWay Blue Line Portable Electric Tools.

**No. 69
¼" DRILL
\$11.80**



SPEEDWAY MFG. CO.
1836 S. 52nd Ave., Cicero, Ill.

Buckeye

POWER KING Lawn Mower

A THOROUGHLY DEPENDABLE POWER JOB

Tough aluminum alloy gives it lightness. Fine special steels, bronze and rubber assure precision quality. One of the best gasoline motors on the market provides dependable propulsion. A mower you can recommend with complete confidence. And best of all, the price is reasonable. 5-blade ball bearing reel. 20" cut. Easily mows up to three acres per day. WRITE NOW for details.

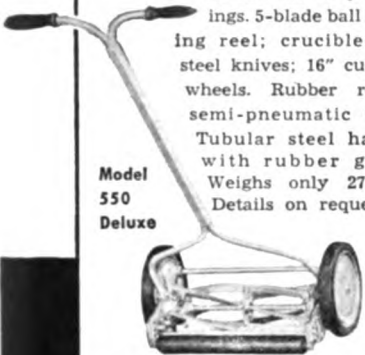


HAND MOWERS

MODEL 550 DeLUXE is beyond question the finest hand mower we have ever built. Light, smooth running, easy to push and popularly priced. This mower practically sells itself.

Aluminum alloy castings. 5-blade ball bearing reel; crucible tool steel knives; 16" cut. 10" wheels. Rubber roller; semi-pneumatic tires. Tubular steel handle with rubber grips. Weighs only 27 lbs. Details on request.

Model
550
Deluxe



LIGHT
STRONG
MODERN

WEIGHS ONLY
87 LBS.

LAWN MOWERS SINCE 1880

MAST-FOOS Manufacturing Co.
Springfield, Ohio
HAND AND POWER LAWN MOWERS
EXECUTIVE OFFICES 2-264 GENERAL MOTORS BLDG., DETROIT, MICH.

SOUTHINGTON SCREWS

For Wood or Metal

Southington Wood Screws, Drive Screws and Sheet Metal Screws have upheld their quality since 1867. All standard sizes with various styles of heads in the most called for types. Send for screw catalog, also our catalog covering steel squares, tri-squares, bevels, etc.

**PHILLIPS RECESSED HEAD SCREWS
FOR WOOD AND SHEET METAL**

Driver fits securely into tapered recess — will not slip out, or work to one side.



Supply the increasing demand for these modern, time-saving screws. All standard sizes.

**THE SOUTHINGTON
HDWE. MFG. CO.**

Est. 1867 SOUTHINGTON, CONN. Est. 1867

**MODERN EQUIPPED STORES
HAVE GREATER
SELLING POWER**

*Attract
Trade
Properly
Display
Wares
Increase
Sales*



Send sketch of your store with measurements for free store plan and No. 248 catalog.

W. C. HELLER & CO.

2268 Bryant St.

Montpelier, Ohio

SELL MORE - MAKE MORE



ARTBECK BASTER

NATIONALLY ADVERTISED

GOOD HOUSEKEEPING
Better Home

★
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

GREASE
or FATS

PURE
GRAVY

This is the famous Artbeck Baster*... Sold by leading dept., hdw., and chain stores in tremendous quantity... Now available to retail outlets everywhere... Stock it! Display it! Cash in on the national advertising and public demand!... Get your share of these profits—Contact your jobber or write us.

*Serves dozens of home needs—bastes meat and fowl—skims milk—bastes apples, etc., etc. Individually packed in full color, permanent container. Nationally advertised at 79c. You get full mark-up!

Something New!

ARTBECK PAN HANDLER

A marvelous new kitchen help for safe, easy handling of hot pots, pans, grills, PYREX cooking dishes. No more burns, no more cloth pot holders around the stove. Nationally advertised as a worthy companion to the Artbeck Baster in leading publications. Individually packed in full color, permanent container. Demand is high so stock up now. Advertised at \$1, with a full mark-up for you.



ARTHUR BECK CO. INC.
Sales Office—173 W. Madison St.
Chicago 2, Ill.

Wholesale Hardware Inventories* By Geographic Divisions, for December, 1947

GEOGRAPHIC DIVISION	Number of Firms	END-OF-MONTH INVENTORIES (Cost)					STOCK-SALES-RATIOS ^b		
		Percent Change December 1947 vs.		Amount (Add 000)			Dec. 1947	Dec. 1946	Nov. 1947
		Dec. 1946	Nov. 1947	Dec. 1947	Dec. 1946	Nov. 1947			
U. S. TOTAL.....	106	+33	+ 4	\$86,286	\$64,848	\$83,251	206	166	186
New England.....	7	+15	- 4	1,572	1,680	1,890	212	201	300
Middle Atlantic.....	33	+43	+ 8	9,486	6,611	6,788	173	138	179
East North Central.....	32	+38	+ 1	15,944	11,484	15,700	191	131	176
West North Central.....	26	+35	+ 3	17,987	13,331	17,486	186	182	163
South Atlantic.....	23	+53	+ 8	7,968	5,207	7,388	206	194	183
East South Central.....	6	+28	+21	3,397	2,647	2,786	172	194	142
West South Central.....	14	+25	+ 4	11,255	6,971	10,638	242	214	212
Mountain.....	6	+38	+ 2	1,345	966	1,321	192	157	179
Pacific.....	17	+22	+ 1	17,146	14,000	16,966	282	202	231

Bureau of the Census
a Includes nine reports received too late to be incorporated in Census Bureau published releases.
b Stock-sales ratios are obtained by dividing the stocks by the sales for an identical group of firms.

of material, labor, manufacturing and packaging.

The non-ferrous metals—The easier price trend in commodities spread to scrap copper used in making refined copper. Scrap copper broke Feb. 10 a quarter of a cent a pound, to levels ¾-cent under prices 10 days earlier. But producers of copper report domestic inquiry is continuing heavy at 21½ cents per lb. This has been the quotation for nearly a year. Lead and zinc prices are unchanged, and reflect the tight supply situation. Manufacturers of rolled zinc products, such as sheet zinc, have raised their prices to

compensate for the recent 1½-cent advance in the price of slab zinc. One concern only raised its price of zinc sheets by ¼-cent per lb., while another increased its quotation 1½ cents. Meanwhile, higher freight costs resulted in one major producer of lead increasing the price of premium grades of lead, passing on to the customer in eastern areas, half of the increase in freight costs.

Paper "fabric" draperies—From Chicago, Trimz Co., Inc., a division of United Wallpaper, Inc., announces a price reduction of 20 per cent in Trimz ready-to-hang paper

Wholesale Hardware Collections on Accounts Receivable* By Geographic Divisions, for December, 1947

GEOGRAPHIC DIVISION	Number of Firms	ACCOUNTS RECEIVABLE					Collection Percentages ^b		
		Percent Change December 1947 vs.		Amount (Add 000)			Dec. 1947	Dec. 1946	Nov. 1947
		Dec. 1946	Nov. 1947	Dec. 1947	Dec. 1946	Nov. 1947			
U. S. TOTAL.....	229	+19	- 5	\$68,013	\$48,867	\$60,982	101	106	96
New England.....	12	+18	- 3	1,020	906	1,066	84	87	86
Middle Atlantic.....	54	+ 4	- 7	9,680	9,546	10,788	99	87	86
East North Central.....	35	+25	- 8	10,348	8,300	11,285	94	161	86
West North Central.....	33	+17	- 4	11,080	9,485	11,880	116	123	168
South Atlantic.....	26	+35	- 8	4,726	3,489	5,129	104	167	86
East South Central.....	14	+43	- 7	3,137	2,195	3,362	89	109	86
West South Central.....	21	+28	- 2	6,286	4,623	6,414	109	112	168
Mountain.....	6	+ 9	+ 6	776	710	732	111	116	168
Pacific.....	24	+16	0	16,669	9,193	10,626	92	86	92

Bureau of the Census
a Includes 12 reports received too late to be incorporated in Census Bureau published releases.
b Collection percentages are obtained by dividing the collections by the accounts receivable for an identical group of firms.

Smashing Advertisements

REACHING MILLIONS OF ELECTRIFIED FARMS

THROUGH FARM JOURNAL, CAPPER'S FARMER, THE PROGRESSIVE FARMER,
SOUTHERN AGRICULTURIST

mean Big Profits for You!

Goodbye Work!

JUST FLIP THE SWITCH
TO CHURN BUTTER



Use with your crock or
Gem Dandy Duraglas
Churn Jar. 3-gal. about
\$1.95; 5-gal. about \$2.45

**GEM DANDY
ELECTRIC CHURN**
REG. U.S. PATENT OFFICE



Pour in the milk or cream . . . flip the switch and go about your housework. In a few minutes the butter will be churned!

Gem Dandy Electric Churn relieves you of all the drudgery of old-fashioned methods. Pays for itself . . . you get more butter and better butter too in less time.

No electrified farm can afford to be without a Gem Dandy Electric Churn. Over a million happy owners testify to its high quality and fine performance. Especially designed, slow-speed, long-life motor; adjustable, aluminum shaft and dasher. Sanitary—easy to clean. A joy to use. Built for years of service. Fully guaranteed. Sold by most hardware and electrical appliance dealers. Buy one today. If dealer can't supply, mail the coupon.

DELUXE MODEL \$1995
STANDARD MODEL \$1695
Prices slightly higher west of the Rockies

MAIL COUPON FOR
FREE, DESCRIPTIVE BOOKLET

Alabama Manufacturing Company,
Department A-39, Birmingham 3, Alabama.
Send booklet describing Gem Dandy Electric Churn.

Name _____

Address _____

Dealer's Name _____

Every month powerful Gem Dandy Electric Churn advertisements appear in the national farm magazines which reach practically every electrified farm in the country. Over 3½ million farms are now electrified and the number is constantly increasing.

Surveys made by these leading farm publications show that more than 50% of your electrified farm customers want to buy an electric butter churn (selling for about \$20.00) right now. Gem Dandy is the only nationally advertised electric churn . . . the largest selling electric churn in the world.

You can make big profits in 1948 by stocking and displaying nationally advertised Gem Dandy Electric Churns. They sell on sight and carry a big margin of profit.

ACT NOW!

1. Study the prices listed below.
2. Order Gem Dandy Electric Churns and Gem Dandy Churn Jars from your distributor today.
3. Order free display material direct from us today.

ALABAMA MANUFACTURING CO.
Dept. A-36 Birmingham 3, Ala.



**GEM DANDY
ELECTRIC CHURN**
REG. U.S. PATENT OFFICE

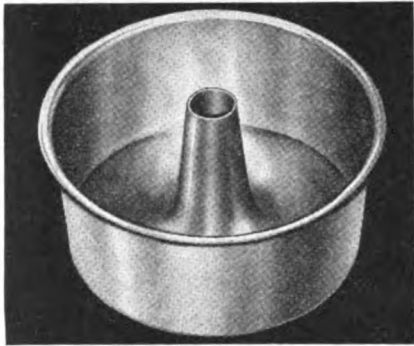
Deluxe Model Retail Price \$19.95
Recommended Dealer's Cost . . \$12.49

Standard Model Retail Price . . . \$16.95
Recommended Dealer's Cost . . . \$11.02

Gem Dandy Electric Churns may be used with owner's crock or with Gem Dandy Duraglas Churn Jars, which are sold separately. List price: 3-gal. about \$2.75, 5-gal. about \$3.50.

All prices slightly higher west of Rockies.

Dual Purpose Pan

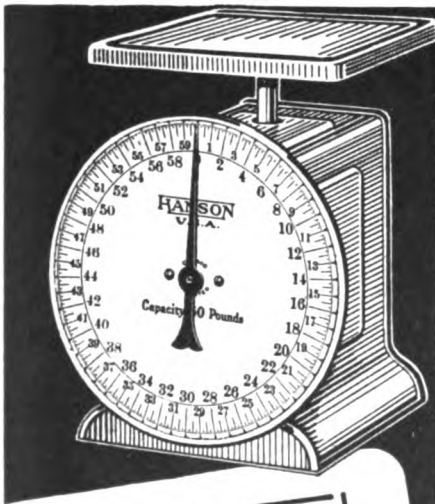


Cake pan with insert that lifts out does double duty as angel food pan, form torte, sponge cake, meringue ring or others. Cake pan will serve as a pudding dish or as a casserole, minus the insert. Serves daily cooking and baking needs to perfection.

5 Qt. capacity \$12.80 doz.
F.O.B. CHICAGO

J. GERSON & SONS, INC

931 MILWAUKEE AVE.
CHICAGO 22, ILL.



HANSON 60 Pound UTILITY SCALE No. 2060

For industrial and farm weighing requirements. Sturdy, accurate all steel construction. Platform 7" square. Overall 10 1/2 x 7 1/4 x 8" with 8" diameter, easily read dial. Adjustment for scoop or container. Shipping weight 8 1/2 pounds. Capacity 60 pounds by 2 ounces.

SEE YOUR JOBBER
HANSON SCALE CO.
525 N. ADA ST., CHICAGO 22, ILLINOIS

draperies. "Continued consumer demand," say officials, "plus new machines and manufacturing techniques which permit increased production, have enabled the company to pass on economies to the consumer in the form of better quality for a lower price." The new price for all regular Trimz ready-to-hang paper draperies is \$1.19, compared with a previous price of \$1.49 which prevailed since their introduction.

Leather—The Ohio Leather Co., Girard, Ohio, has reduced its leather prices as a result of a drop in raw materials costs, says President F. H. Becker. Reduced prices of skins reflect "unloading of inventory" by some suppliers of raw materials, he explained. Calf skins are used by the industry for producing high grade soft leathers, for shoe uppers and the like, while hides from the larger full-grown cattle, are used for coarser grades of leather. Ohio Leather Co. used chiefly the lighter skins, producing the better grades of leather for shoe manufacturers. The company says larger offerings of raw materials are now in sight from domestic sources.

What a buying strike did—Shoe makers have balked at the run-away cost of calfskins, used as the leather of footwear "uppers." Late in 1946 calfskins sold for 23 1/2 cents per pound. By the first of this year they had soared to \$1.15 per pound. The rise was nearly 400 per cent in less than 18 months. Then the shoe men put a brake on their buying, with this result: Prices have tumbled, so that sales were made this month at 65 cents per lb.—down 40 cents from the Jan. 1 peak.

Soap and groceries—Major soap makers have cut prices 5 per cent, following declines in prices of the raw materials they use. One leading manufacturer on February 12, announced price reductions on 10 of its soap products. Some other companies said they were cutting wholesale prices by 5 per cent. Manufacturers said lower fats and oil prices made the reductions possible. Soap makers were buying tallow at nine cents per pound under the mid-January level. In Chicago, the National Association of Retail Grocers reported a survey of independent retail grocers showed substantial drops in prices for several basic food items. These included flour, bacon, ham, lard, vegetable shortenings, eggs, butter, pork, and in some cases, beef. The cuts, the association emphasized, are not the "loss leaders" sometimes sold by stores at reduced prices to attract customers. The survey covered stores in key states across the country and the findings reflect, of course, the lowered commodity markets.

COPRTOP TANK BALL

A Fair
Trade Item

The
copper top
insures firm
sealing



Cash in on this quality tank ball. Cop-R-Top tank balls serve better and give you real profits because it is a fair trade item. Once your customer buys Cop-R-Top he is satisfied and a steady customer. Place Cop-R-Top on display and watch them sell. Your jobber carries Cop-R-Top or write us today!

Write for information about MASTER-FIT
Tank Balls that meet all competition.

AMERICAN RUBBER PRODUCTS CORP

151 EAST 50TH ST. NEW YORK 17, N. Y.

Here's a Hot Tip— the DRAKE 700 SERIES



Solder wise.
Profit wise. These
all purpose irons
provide complete
job coverage. Con-
sumer confidence helps
sell these irons for you.

**DRAKE ELECTRIC
WORKS INC.**

3654 N. Lincoln Ave.

Chicago 13, Ill.

Paint makers "expectant"—

The nation's paint makers, who chalked up their first \$1 billion sales year in 1947, expect to do even better in 1948. Last year's sales, estimated at \$1.2 billion, were 33 per cent higher than those recorded the year before, and 93 per cent above 1941. Yet the National Paint, Varnish & Lacquer Association, representing at least 90 per cent of the industry, predicts that the tremendous backlog of demand will keep paint manufacturers' sales well over \$1 billion for the next few years. Sales last year far outdistanced the \$623 million of 1941, the industry's best pre-war year, but the paint makers still have their troubles. The problem of raw materials shortages is still a factor. So are the prices on the items that go into paint production. The shortage of pigments — titanium, white lead and lithopone—is the most troublesome. The steel scarcity is expected to make cans and large containers harder and harder to find. Another headache is the increase in the cost of labor and materials, which has hit the consumer in the form of higher retail paint prices. Although physical production has also grown, higher paint prices account for a substantial part of the industry's larger sales volume. But the rise in paint prices has not matched increases in production costs, say the producers. The result has been narrower profit margins despite commonly higher total earnings among the companies. With no relief in sight in production costs, major producers say price reductions this year are unlikely. On the contrary, says Mr. Steudel of Sherwin-Williams, "substantial cost increases in raw materials, as well as higher wages to labor, might easily justify price advances for paint in 1948."

• • •

Sees plentiful paint supply

Householders who plan to redecorate their homes this spring should have no trouble getting enough paint, says Dr. N. E. Van Stone, Sherwin-Williams Co.'s vice president in charge of research. He told a news conference that "the paint pipeline should be well taken care of by April." Prices of the firm's paint products, he said, are the same as a year ago, both for oil paints, and resin-emulsion types for interior decoration. The most successful sales and profits year in its history, was reported by Devoe and Reynolds Co., Inc., in its annual statement. Sales in 1947 were \$42,095,610, an increase of 23 per cent over the previous year and a new record. E. S. Phillips, president, said in his report to stockholders that prices of the company's products must again be reviewed and "some increases made in the near future." Higher material



From forest to finished product

at lowest prices

Early American

Genuine DC Cane-bottomed chairs
Well-seasoned, double-sanded, solid oak, 2 coats sprayed lacquer natural finish.

Bent-back posts, 1 5/8" through.
Seats 13 1/2 x 16"

No. 14X-9

No. 14X-14

Rocker—31" high (back)
Bent-back 35" high (back)

DEALERS and JOBBERS
write for information

Manufactured complete under modern production methods at source of material.

Pike Manufacturing Company
INCORPORATED
TALLADEGA ALABAMA

UNIVERSAL PORCELAIN INSULATORS

... LIFE INSURANCE for a GOOD WIRING JOB!



THE UNIVERSAL
1535 EAST FIRST STREET



CLAY PRODUCTS CO.
SANDUSKY, OHIO

prices and increased labor rates require this action.

Approaching "support" levels—The reopening of commodity markets after the Lincoln Day rest, found flaxseed the first among farm commodities to reach government price support levels, as the result of recent price breaks. At the close of markets on the 11th, flaxseed was down to \$6 a bushel, at Duluth and Minneapolis, a drop of about \$1.25 in a week and \$1.50 below the mid-January high for that commodity. The government had undertaken to support flaxseed prices at the \$6 level until Aug. 1, 1949, under an agreement between the Commodity Credit Corp. and linseed oil crushers. Prices of other farm commodities remain above their support levels although the spread between these levels and prices of early February has narrowed rapidly. Under war time legislation the government has established "floors" below the prices of most farm products, and is required by law to support most of them at not less than 90 per cent of "parity." Parity is that price which will give to a commodity a purchasing power with respect to articles that farmers buy, equivalent to the purchasing power of such commodity in a "base period," in most instances the base period is August, 1909, through July, 1914.

Steel output off—For the week ended Feb. 14, steel operations were scheduled at 92.7 per cent of ingot capacity, compared with 94 per cent in the previous week, according to the American Iron & Steel Institute. A month ago the indicated rate was 98.7 per cent. The lower rate reflects the natural gas shortage and other effects of the cold weather. The latest week's schedule was equivalent to the production of 1,670,900 net tons of ingots and castings, against 1,639,700 net tons in the corresponding week of last year. Steel output in January amounted to 7,463,112 tons of ingots and steel for castings, according to the Institute. This is a new peacetime record for the first month of the year. The only higher January production was the wartime output in 1944 of 7,592,603 tons. In Jan., 1947, the total was 7,213,246 tons.

Quotas asked for steel—On Jan. 30, Secretary of Commerce Harriman asked the steel industry to allocate steel voluntarily to four industries "of great national importance." He listed these as freight cars, farm machinery, oil equipment and home building. Mr. Harriman estimated that not more than 10 per cent of all steel production will come under the rationing system set up

under the anti-inflation law. He described this estimate as "an outside guess." He also said a drive will begin throughout the industry to conserve steel, increase production, and postpone projects which can be deferred. "We hope by these means to leave as much steel for automobiles and other industries as before. Our first concern is that we do not disrupt the industry of this country." As a further reassurance to industry, Mr. Harriman emphasized that his new "office of industry cooperation" will not attempt to limit steel use by automobile makers of other industries, nor will it attempt to act as an "expediter" of steel to individual companies.

Small motors more plentiful—For lack of enough small power motors, production had been delayed on anything from juke boxes and malted milk mixers to farm equipment and machine tools. Output was slowed on such home appliances as refrigerators, washing machines and vacuum cleaners. Even textile machines and buses otherwise ready to hit the road were held up

by lack of motors. But the picture has changed. Increasing output and softening demand are building up some surplus. General Electric, largest maker of small motors, reports some slackening of demand for fractional horsepower motors by manufacturers of such major appliances as refrigerators and washing machines. The company also reports a slump in orders for oil burner motors, due, they say, "to seasonal factors" and the oil shortage. Westinghouse Electric, one of the top three fractional motor makers, says it has "felt somewhat a slackening in demand for small motors, but not enough to warrant any reduction in output. We plan to carry on our present full scale production." The Delco products division of General Motors Co. is making "every motor we possibly can" but says, however: "We have noticed that we haven't been bothered for motors by companies we never sold in the past. Until recently a lot of these companies sought us out for motors because they couldn't get them elsewhere. Those requests have dropped off." Around the country other companies echo the report of a drop in demand for oil burner and gas pump motors, since the gas and oil shortage has hit those businesses. Some makers reduced prices of some fractional motors about 5 per cent.

This Ad Attracted Home Gardeners

GARDEN NEEDS AND EQUIPMENT

VEGETABLE and FLOWER SEEDS
The seed and fertilizer department of Wolfe, Kubly & Hirsig has a complete stock of all the latest and best seeds for home and garden use.

GREENHOUSE
There is no better place for your plants and flowers than in a greenhouse. We have a complete stock of all the latest and best greenhouse materials.

SCOTT'S LAWN SEED
The most complete lawn seed available. It is a blend of the best grasses and clover, and will grow in any soil. Price: \$1.50 per 50 lb. bag.

GARDEN TROWEL
A really good garden trowel. It is made of the best steel and has a comfortable grip. Price: \$1.50.

LAWN RAKE
A really good lawn rake. It is made of the best steel and has a comfortable grip. Price: \$1.50.

GRASS SHEARS
A really good grass shearer. It is made of the best steel and has a comfortable grip. Price: \$1.50.

SPADING FORK
A really good spading fork. It is made of the best steel and has a comfortable grip. Price: \$1.50.

PRUNING SHEARS
A really good pruning shears. It is made of the best steel and has a comfortable grip. Price: \$1.50.

GARDEN HOSE
A really good garden hose. It is made of the best rubber and has a comfortable grip. Price: \$1.50.

GARDEN CULTRATOR
A really good garden cultrator. It is made of the best steel and has a comfortable grip. Price: \$1.50.

LAWN STRIPS
A really good lawn strips. It is made of the best steel and has a comfortable grip. Price: \$1.50.

JACOBSON LAWN MOWER
A really good lawn mower. It is made of the best steel and has a comfortable grip. Price: \$1.50.

GARDEN CART
A really good garden cart. It is made of the best steel and has a comfortable grip. Price: \$1.50.

WOLFE, KUBLY & HIRSIG
Madison's Most Interesting Stores

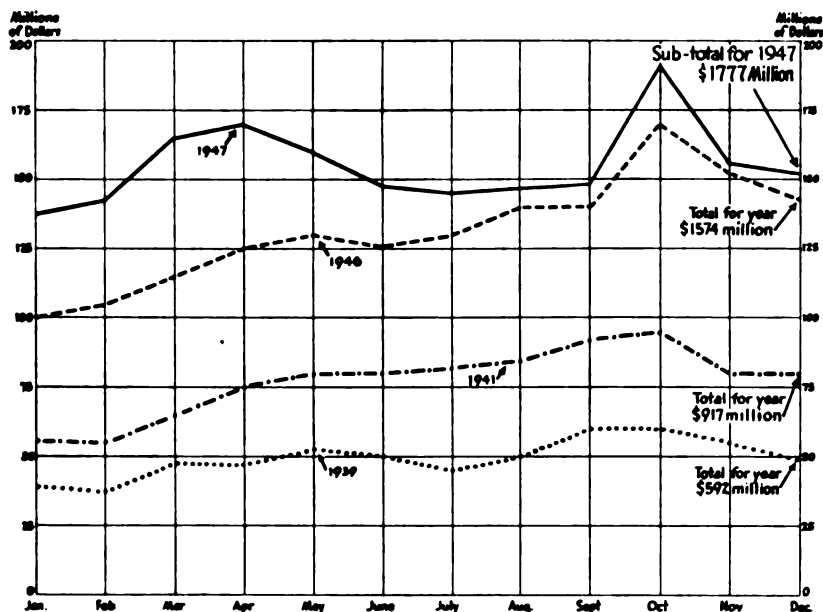
When Wolff, Kubly & Hirsig decided to advertise to home gardeners in Madison, Wis., last year it didn't do it in a half-hearted manner as the above ad will prove. There's plenty here to interest any type of gardener. In its original form the ad measured four columns in width and 15 1/4 in. in height.

Small bolts scarce—Makers of bolts and nuts report little improvement in the supply of the smaller sizes, although there has been better service on the larger items. As a whole, the supply situation remains very tight, and there is little indication that this may soon change. One principal producer reports a slight improvement in deliveries of steel from the mills, but this betterment is not confirmed by other companies. Nor is there any guarantee that the improvement will continue indefinitely. Because of the steel shortages, little inroad has been made into backlogs of orders. Delivery dates with most companies range all the way from "prompt" to one year. On the most popular "hardware" sizes, the average wait is six months and over.

Fertilizer sales near record—Fertilizer sales in the 16 reporting states totaled 9,101,000 tons in 1947, only one per cent below the record high of 1946, says the National Fertilizer Association. Sales in 1945 were 7,850,244 tons, compared with the 1935-39 average of 4,832,693 tons.

Sports lines—Dealers predict that war-induced sports equipment shortages will be ended late this year. It may still be "tough" for most of

Sales of Hardware Wholesalers



Source: Office of Business Economics, U. S. Department of Commerce.

1948 to get enough golf clubs, bamboo fishing rods, reels, firearms and ammunition but, in general, things are looking up, says President J. F. Lawlor of the National Sporting Goods Association. At this year's (seventeenth) show by the N.S.G.A. appears the first display of new safety football equipment recommended recently by the American Football Coaches Association, also new spikes and fielders' gloves for baseball, and new type elastic knee and arm bandages for basketball.

* * *

Drop in tire sales predicted
Production and sales of tires by the rubber industry will fall below 1947 when

new records were set, but will remain "relatively high," says Guy Gundaker, general manager of tire sales for B. F. Goodrich Co.

* * *

Industrial output high—Industrial production, after a seasonal lull early in January, recovered in the middle of the month and is now running close to the levels reached in the final months of 1947, says the National Association of Purchasing Agents. High activity is reported by 58 per cent of the purchasing agents surveyed. Increases over previous highs were noted by 31 per cent, while 11 per cent said

Estimated Sales Of Wholesale Hardware Distributors*

Monthly 1939, 1941, 1946 and 1947

(Expressed in millions of dollars)

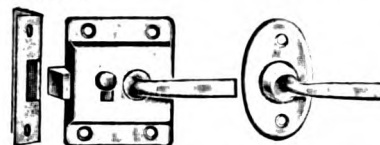
Month	1947	1946	1941	1939
January	\$138	\$100	\$56	\$39
February	142	104	55	37
March	164	116	64	48
April	170	126	76	47
May	160	129	80	52
June	148	126	80	51
July	146	130	82	45
August	148	139	84	50
September	162	139	89	60
October	186	170	92	60
November	162	152	79	54
December	151	143	80	49
Grand Total for Year	\$1777	\$1574	\$917	\$592

* Estimated by the Office of Business Economics, U. S. Department of Commerce.

CHAMPION

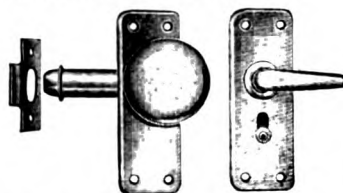
Screen-Storm Door Latches
and Adjustable Surface
Door Hinges

The all-round superior qualities built into these items make them fast sellers for you and insure long and satisfactory use by your customers.



No. 4120—Wrought Steel Rim Screen and Storm Door Catch

Cast Allumaloy, rust proof levers. One piece drawn steel case. Bolt equipped with two easy compression springs. Packed 1 in a box, 4 dozen in a case.



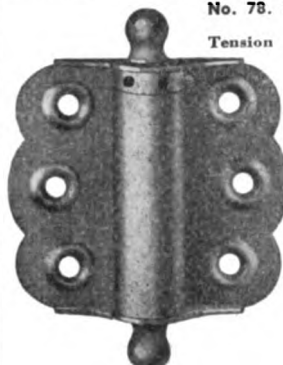
Tubular Screen and Storm Door Latch.
No. 4150—Wrought Steel
No. 4155—Wrought Brass
Packed 1 in a box, 4 dozen in a case.

Screen Door Hardware is available in plated finishes.

ADJUSTABLE SURFACE DOOR HINGES

No. 78. Size 3" x 3"

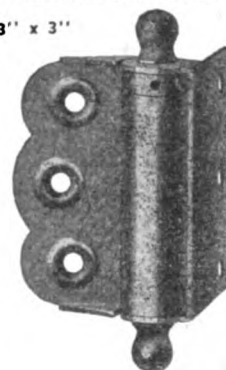
Tension easily regulated after door is hung. With or without ball tips. Packed 1 pair in box with screws.



ADJUSTABLE HALF SURFACE DOOR HINGE

No. 79. Size 3" x 3"

For use on narrow casings and places where a full surface hinge is not desirable. Packed 1 pair in box with screws.



Nearly all hardware jobbers handle some products in the big CHAMPION line.

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CHAMPION HARDWARE CO.
GENEVA, OHIO

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WON'T SHRINK

This modern plastic in powder form makes lasting repairs in tile, wood or plaster. Pays dealers a bigger profit. SELLS BETTER because it WORKS BETTER.

Most dealers report: "Our sales of Durham's Rock - Hard Water Putty keep doubling, year after year." What's more, Durham's Rock-Hard Water Putty gives you by far the best profit-margin on any product of this nature. Use it yourself, and you'll quickly see why it sells so fast, and repeats so regularly. Many patching materials may shrink, fall out or chip off. Durham's Rock-Hard Water Putty does not shrink. Absolutely not. It sticks and stays put. You can saw or chisel it, paint or polish it to a velvet smooth finish. Easy to use. Keeps indefinitely. So economical. Just mix with water as needed. • Packed twelve 1-lb. cans or four 4-lb. cans to case. Keep some of each on display. Available in 25, 50, 100-lb. drums for industrial users.



DONALD
DURHAM
COMPANY
Des Moines 4
Iowa

The PLASTIC Repair Material
in POWDER Form

their volume was lower. The survey also showed: The continued increase of competition; revision of large long-term orders into smaller units; and the continued prevalence of "extreme caution" as more resistance to high prices is encountered. Purchasing agents still have a "generally optimistic expectation" for good business through the first half of the year, but the policy of holding industrial inventories to the minimum required for production remains in force, the Association states.

• • •

1947 Manufacturers' sales — Manufacturers' sales in 1947—measured in dollars—were one-third higher than in 1946, the Commerce Department reports. The total value of sales by manufacturers during the year was estimated at \$169 billion, "representing," says the announcement, "some gain in unit volume as well as the further substantial rise in prices." Year-end inventories of manufacturers were reported at \$23.7 billion, but they rose only \$3.4 billion during 1947, compared with \$4 billion increase in 1946. In view of the higher prices in 1947, this indicates "a pronounced slackening in physical inventory accumulation," the Department said.

• • •

Wholesalers also gained — The dollar volume of sales by wholesalers in 1947 set a new record at an estimated \$63,360 million, says the U. S. Commerce Department. This was 15 per cent above the previous record set in 1946, but higher prices, rather than an increase in physical volume of sales, are held largely responsible for the jump in dollar volume. Among the nearly 3,000 wholesalers reporting, from all parts of the country, sales gains of 30 per cent or more were registered by wholesalers of coal, petroleum, lumber and building materials, furniture, and electrical goods in 1947. Sales of hardware, drugs and jewelry showed slight gains, while groceries were unchanged, the Department said.

• • •

January construction gains — New construction put in place in January was valued at \$1,106 million, the Department of Commerce estimates. This was 32 per cent greater than a year ago. Gains over Jan., 1947, were 35 per cent for private homes, 24 per cent for public utilities and 20 per cent for public works. The dollar value of actual construction work done during the month dropped only 6 per cent from December levels. This is less than normal seasonal decline expected, the Department says.

• • •

What of 1948 building—The nation's builders, heading into the busy

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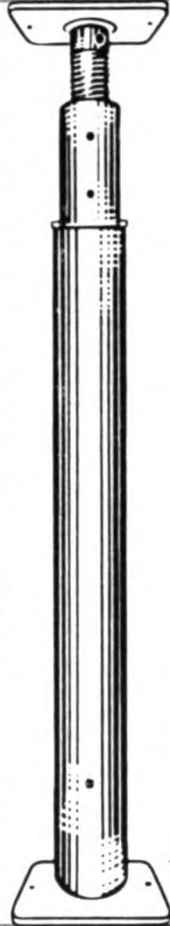
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Basement Post with built-in jack

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WINCHENDON, MASS.

spring and summer construction seasons are sharply split on how many new homes to start. Fact-and figure experts at Washington's Bureau of Labor Statistics have predicted home building this year will beat all records. They estimated workers will hammer the first nail in some 950,000 permanent dwellings, over 10 per cent more than were started last year, and well ahead of 1925's record 937,000. Last year topped every year since 1925. But a *Fall Street Journal* survey in 11 larger cities shows that confusion reigns among this year's home blueprinters. Of 32 builders queried, 12 plan to increase home output, 10 to decrease it and nine to turn out about the same number of houses as last year. One confused west coast builder admitted "this year is a foggy question mark." Yet home builders from Boston to San Francisco generally agreed on two things: Home prices are up and going higher. It's getting tougher and tougher to find funds for financing. The builders interviewed said one must pay, on an average, 10 per cent more for a house this year than last. Their price-tag mark-ups ranged anywhere from four per cent on last year's \$16,200 two-family houses in Boston, to 20 per cent and 25 per cent for "budget series" houses in Detroit, which sold for \$6,000 to \$10,000 last year and will sell for \$7,500 to \$12,000 this year. Builders agree that on the whole the materials supply has "loosened," but all listed some things hard to get. Most often mentioned are nails, pipe, plumbing equipment, siding and doors.

• • •

Dinnerware progresses — In

American dinner-ware manufacture, quite an industrial revolution is in progress. The factories that make America's dinner table items are substituting more and more machinery, to do jobs formerly done by hand. Much progress is due to the automatic jigger machine, wherein dinnerware is formed in plaster of Paris molds which move along in a straight line through three shaping stations. Some factories are trying infra-red heat to supplement kiln-drying. Spraying machines now apply the glaze as the plate moves along a conveyor belt. Formerly this was accomplished by hand-dipping. Other machines now decorate the dinnerware, and semi-automatic edge-lining machines apply gold or platinum bands. Of all household and hotel dinnerware produced in this country, about 35 per cent is vitreous and 65 per cent semi-vitreous. Of the total vitreous produced, only about 3 per cent is designed for homes; the rest for hotels, restaurants and clubs. In the United States there are at least 38 makers of pottery dinner-

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JOHNSON

STEEL AND WIRE COMPANY, INC.
WORCESTER 1, MASS.

NEW YORK PHILADELPHIA CLEVELAND DETROIT AKRON CHICAGO LOS ANGELES

ware—about two-thirds within a 100-mile radius of East Liverpool, Ohio, in a territory where good clay is available. The U. S. Pottery Association has its headquarters there. Much of the gain in dinnerware the past few years was in dollars, not units produced. The industry placed last year's production of vitreous and semi-vitreous at about a half billion pieces. The 1941 total was 416 million.

• • •

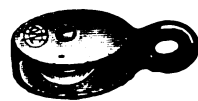
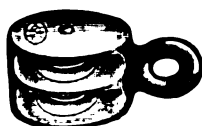
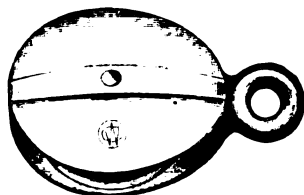
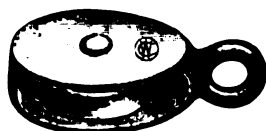
Dishes less breakable—Modern dishes may look more frail and dainty, but actually they are getting harder all the time. American dinnerware, on display at the winter "markets," shows that it is being built for wear nowadays. Top scientists in many laboratories are hard at work perfecting more durable, more highly resistant dinner, hotel and oven ware, without sacrificing anything in quality or beauty, according to a spokesman of the United States Potters Association.

• • •

Farmers — Farmers garnered \$30 billion last year, more than double their best dollar takings in the post-World War I boom, nearly four times their 1939 income, and nearly seven times their receipts in lean 1932. Today, with their prices plummeting, the farmers are "taking it" in varying moods. Wheat farmers are tight-lipped on the question of how rapidly they plan to market the wheat they still own. Most say they expect prices to rally and that they plan to hold out for the expected rise. But many grain experts are skeptical of this "confidence." Liquidation by the growers has been of a variable character. But most significant is the fact that as the declining trend in wheat gained momentum, farmers have shown much greater inclination to dispose of their grain.

• • •

Farm prices "in and out"—Both the farmers' income and his costs took additional jumps in January, the Bureau of Agricultural Economics says. The B.A.E. said the index of prices paid by farmers rose to 251 on Jan. 15, considerably over the mid-December level of 245. At the same time, the index of prices received by farmers rose 2 per cent to 307. Both indexes are at new highs. The 6 point rise in the "prices-paid" index was the sharpest increase in 11 months, and resulted from higher feed and food prices, together with higher taxes and interest payments per acre on farm real estate. It is the opinion of agriculture officials that the high prices of food have been tied to wheat. Now the experts are expecting bumper 1948 wheat prospects—barring bad spring weather. The winter wheat crop.



PULLEYS AND BLOCKS

Fast Eye Single or Double Pulleys and Blocks are available in a variety of styles and sizes for rope diameters from $\frac{5}{32}$ " to $\frac{3}{4}$ ".

The W-C line of Heavy and Shelf Hardware also includes such items as Drop Forged Shackles, Wire Rope Clips and Sockets, Connecting Links, Turnbuckles, Thimbles, Hooks, Eye Bolts and Ring Bolts.

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Will never discolor or harden in the container.
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Berkshire may be applied on interior or exterior surfaces with brush or spray gun and dries with a lasting brilliant metallic lustre.

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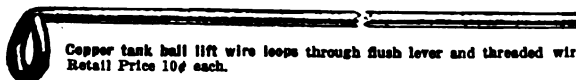
MAKERS OF FAMOUS DARI-GLO


BOX 251, HIGHLAND STATION


SPRINGFIELD, MASS.

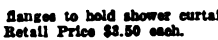
Profitable Plumbing Repair Items

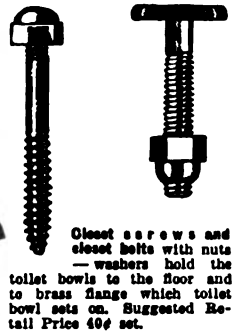
by **Spearhead**

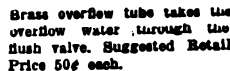
 Copper tank ball lift wire loops through flush lever and threaded wire to lift rubber tank ball. Suggested Retail Price 10¢ each.

 Copper tank ball wire—screws into rubber tank ball and is looped by lift wire. Suggested Retail Price 10¢ each.

 Brass float rod—connects copper float to ball cock 8"—9"—10"—12". Suggested Retail Price 15¢ each.

 Chromium plated shower rod with flanges to hold shower curtain for recessed tube 5'—5½'. Suggested Retail Price \$3.50 each.



 Brass overflow tube takes the overflow water through the flush valve. Suggested Retail Price 50¢ each.



Fit-All tank ball—flush ball for toilet tank. Suggested Retail Price 50¢ each.



These emergency repair items are needed by every home. Make more profit by selling these fast-moving Spearhead items. Attractively packaged, easy to sell. Ask your jobber about our complete line or if he can't supply you write direct to the factory.

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3" long
1—269 1/4" Assortment
1/4" dia. from 1/2" to 3"
long
1—143 5/16" Assortment
5/16" dia. from 3/4" to 3"
long
1—96 3/8" Assortment
3/8" dia. from 3/4" to 3"
long

Sharon Bolt and Screw Co.
Boston, Mass.

already in the ground in the southwest. has had especially good weather this year. The heavy snows which irk humans protect the wheat plant from severe cold, and later will provide needed moisture. Unless spring weather upsets the predictions, the new wheat crop will be of near-record proportions.

• • •

Horses vs. machinery — On more and more farms, the horse and mule, once the prime movers of agriculture, have become luxury items. Recent studies indicate that now it costs almost as much (or more) to keep a horse for farm work as to run a tractor. A study of 131 tractor equipped farms in South Carolina showed that mules allowed to stay on after the tractors arrived had an easy life. They worked, on an average, only 36 days a year. They ate, however, 365 days a year consuming an average of 24 bushels of corn, 47 bushels of oats, and two tons of hay. On this basis mule power cost the farmers 41 cents an hour compared with 21 cents for a tractor. A study of New York farms indicate that the horse still is less costly than the tractor but the margin between the two is rapidly narrowing. In 1918 a horse cost a farmer 18 cents for an hour's work, but a tractor cost him \$1.32 an hour. In 1945 the horse cost has risen to 41 cents an hour with the tractor cost 60 an hour. The New York figures take in all cost such as overhead, feed, and labor whereas the South Carolina study merely compared feed with fuel costs. Tractor production has reached the point where the farmer can buy a machine for almost every type of work. Many farmers kept a team because they believed it cheaper to use horses on light jobs than to use their big plowing tractors. Now the small tractors are putting an end to this excuse, and many farmers finally are admitting they keep their horses mainly for "sentimental" reasons.

• • •

Box-car shortage to continue —J. Monroe Johnson, head of the Office of Defense Transportation, predicts the box car shortage will continue "indefinitely." He said that even if 10,000 cars a month are built this year until October, "we would only have about as many cars as we had in 1946." Mr. Johnson said the steel shortage is the primary handicap. He remarked the industry came within 200 cars of the 10,000 goal in December but that probably it will not reach 9000 in January.

• • •

Retail store sales—Heavy buying in December lifted retail store sales to a record high. The dollar volume reached \$12.5 billion, 16 per cent above

the \$10.8 billion sales of December, 1946. The U. S. Commerce Department emphasizes that while higher prices accounted for a good part of the increase, the physical volume of goods sold was also above a year ago. In the latest January week, national department store sales were up 7 per cent over the like 1947 week, the Federal Reserve Board reported. The percentage rise is based on dollar value of sales. The board's seasonally adjusted index of department store sales for January was estimated at 283 per cent of the 1935-39 average, compared with 303 for December and 265 for Jan., 1947. All but four of the reporting Federal Reserve districts showed a gain over last year, for the Jan. 31 week. F. W. Woolworth Co. chain reported January sales at \$40,230,995, a betterment of 8½ per cent over the 1947 month. Sales for December showed an increase of 18.1 per cent over Dec., 1946.

* * *

Chain and mail-order sales—
Dollar sales for 1947 of chain stores and mail order houses were \$25,218 million—some 20 per cent above the previous year, the Commerce Department says. Chain store and mail order sales represented 21.5 per cent of the country's total retail sales, the Department adds, estimating that total retail sales were up 17 per cent over 1946. Catalog sales of mail-order houses increased 22 per cent in 1947. These sales were held down during the war by lack of supplies, but they have been moving upward rapidly since. Building material store sales were up 39 per cent; furniture and house furnishings, up 17 per cent; and hardware, up 13 per cent. Only automotive parts and accessory stores showed a decline—amounting to about five per cent—in sales from the previous year. "This reflected in part the large growth in the number of hardware, appliance and specialty stores since the end of the war, which tended to divert purchases of many special lines of goods from automotive parts and accessory stores," the report comments.

* * *

World oil reserves—Proven reserves of crude oil in the entire world total 71.3 billion barrels, according to the *Oil and Gas Journal*. Of this total, 33 per cent is in the United States; and a total of about 49 per cent in the western hemisphere. In the eastern hemisphere oil reserves are reported to be 51 per cent of the world total. Of this eastern hemisphere total, Iran, Iraq and Saudi Arabia account for nearly all. The United States is estimated to have proven reserves as of Jan. 1, 1948, equal to 12.8 times the country's total crude oil production in 1947. The rest of the

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GRAPE AND ROSE DUST—prevents mildew and black-spot.

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SICKNESS
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- No. 16 
5/16" for glass or metal knobs.
#20 thread; 4 1/4" long.
- No. 18 
3/8" centers: 5/16" ends. Centers removable.
#20 thread; 4 1/4" long.
- No. 20 
3/8" centers: 5/16" ends. Centers removable.
4 1/4" long.

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FILE HANDLE. Assures better workmanship and
safety to user. It can't split.



FILE CARD—cleans files, taps and dies quickly and
thoroughly.

HOG SCRAPERS—Single or double end.

TROY FILE WORKS
Troy, Est. 1831 N. Y.

"SUNSHINE" French Process CHAMOIS MADE IN U.S.A.

ASK YOUR JOBBER

FOR OUR DOUBLE DUTY CHAMOIS
DOUBLE VALUE TO THE CONSUMER

HOYT & WORTHEN TANNING CORP.
HAVERHILL, MASS.

western hemisphere is reported as hav-
ing reserves equal to 19 times its cur-
rent production, and the reserves of the
eastern hemisphere are about 51 times
annual production.

* * *

As shown by the indexes --

As of Feb. 11, the Associated Press
price index, of 35 major commodities,
stood at 187.78 per cent of the 1926
"par." This was a spectacular drop
from a week previous, when the rate
was 199.93 per cent, and from a month
ago, when 207.74 per cent was recorded.
A year ago, the A. P. index was 169.28
per cent of the 1926 base. Every com-
ponent in the index except non-ferrous
metals was lower, in the latest week.
Grains and cotton accounted for most
of the decline. Live stock and food
also declined heavily.

* * *

January showings — Sears,

Roebuck & Co. reported sales for Jan-
uary (\$156,678,603) were 17 per cent
ahead of a year earlier, while the fiscal
year total gained 24.7 per cent. Mont-
gomery Ward & Co. reached \$74,115,-
612 in January, up 10 1/2 per cent, while
their full year total gained 19.7 per
cent over the preceding year. S. S.
Kresge Co. sales for January were \$16,-
990,026, gaining 8.1 per cent over the
1947 month. Sales of F. W. Woolworth
Co. increased to \$40,230,995 in January,
a gain of 8 1/2 per cent.

* * *

A. G. Spalding—A. G. Spald-
ing and Bros., Inc., in its fiscal year
ended Oct. 31, 1947, sold \$24.2 million
worth of sporting equipment, compared
with \$19.4 million worth in the previous
year. A leading manufacturer of goods
for basketball, baseball, football, golf
and tennis and several other sports,
Spalding has started an expansion pro-
gram in both wholesaling and manufac-
turing divisions while reducing its re-
tail outlets to three, all in New
York, and maintained chiefly for adver-
tising and publicity purposes.

* * *

Lots of radios—Total billings
of the Westinghouse Electric Corp.
home radio division totaled \$22.5 mil-
lion last year, representing a record out-
put of 500,000 radio receivers. Plans
for 1948 call for an increase of this pro-
duction rate by 50 per cent. F. M.
Sloan, manager, said the demand for
radios last year exceeded the company's
production capacity. In December, the
company turned out 70,000 table and
console radios, a record. Mr. Sloan
said the 50 per cent increase in quotas
for 1948 will include new models in
price brackets not now served. West-
inghouse radios will probably remain
in short supply, with dealer inventories
low for a good part of 1948.

FOLDING CHAIRS

Many styles. Upholstered & plain.
Tablet Armchairs — Folding Tables



PROMPT
SHIPMENT

ADIRONDACK
CHAIR CO.

1142-A BROADWAY
NEW YORK 1, N.Y.



SHOP LIGHTS

78 types to cover all price ranges—all parts
available. Complete line of "AMERICAN"
Incandescent lamps—our own product at best
factory discounts.

JOBBERS—send for catalog and prices.

THE SAVE LAMP CO., Baltimore 11, MD.

THE PROFESSIONAL'S CHOICE

"Grafts On"
LIKE A NEW LAYER
OF SKIN IN
ONE OPERATION
AT A COST LESS THAN 10¢

E·N·A
PLASTIC ENAMEL
REPAIR COATING

for Sinks, Ranges, Bath Tubs, Refrigerators, etc.
Easy—Quick and Permanent! In 2 shades, Appliance or
Plumbing White. Write for name of nearest distributor.
(Several Choice Territories Open for Distributors)

ARK LABORATORY
P. O. BOX 5726, CHICAGO 80, ILLINOIS

Changes

New products and new
trade names are constantly
being added to the list-
ings for the next Directory
Number of HARDWARE
AGE.

Therefore, if you do not
find in the current issue of
the Directory Number the
product you are interested
in, write to the "Who
Makes It" Editor. He'll be
glad to serve you.

HARDWARE AGE

100 E. 42nd St., New York 17, N. Y.

★
**PROTECTING
AMERICA'S
HAND POWER**

BOSS
Gloves

ASK YOUR WHOLESALER

THE BOSS MFG. CO., KEWANEE, ILL., U. S. A.

**Your Guide
to
Long Lived
Saws!**



Bulletin 1047—just off the press—will prove a dependable guide to greater saw service per dollar expended. In Chicago Saws, the finest steel and expert craftsmanship are supplemented by the most modern production and heat-treating facilities.

The Chicago line includes solid tooth rip and cut-off, flat ground combination, planer, hollow-ground trimmer, thin rim, dado and band saws. Also soft-metal saws and circular knives. Special saws and complete saw repair service. Every Chicago Saw is guaranteed to be correctly heat treated, balanced and accurately fitted. Prompt deliveries. Ask your supplier or dealer for Chicago Saws.



CHICAGO SAW WORKS
5032 S. Westworth Ave. Chicago 9, Ill.

January employment — Employment dropped 798,000 in January, the Census Bureau reports, carrying the total number of persons holding jobs down to 57,149,000, the lowest level since last April. The decline was concentrated in non-farming work, and resulted largely from seasonal factors. A primary cause was the lay-off of women, young persons and older men who had taken temporary jobs for the Christmas buying season. Farm employment gained 98,000 from December to a total of 7,060,000, because weather conditions were "unusually favorable" in the early part of the month in many areas of the south and far west.

• • •

Personal incomes up — Personal incomes reached a record \$197 billion in 1947. This topped 1946, the previous record, by \$20 billion. The Commerce Department said incomes, rising through the year, hit an annual rate of \$209.7 billion in December, attributed chiefly to increased farm income. That fact made it appear that a drop will show up in personal incomes for early 1948, because of the recent slumps in farm commodity prices. Personal income include wages and salary receipts, which accounted for \$120.7 billion of the 1947 total, plus net incomes of business owners and partnerships, dividends and interest, rents received by landlords, veterans' benefits and relief payments.

Promotions That Paid Profits

(Continued from page 140)

The local commercial club obtained two shipments of silver dollars, which have been rare in that area for many years, and used them for making change. The idea worked well and a check with the bank revealed that only about one-seventh of the coins passed out were returned, indicating a desire on the part of the public to retain the dollars. While "Dollar Days" are numerous across the nation this different "Dollar Day" resulted in added business and a lot of publicity.

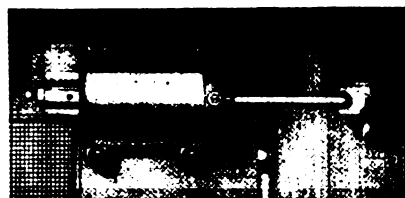
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Junior Fat Stock Show

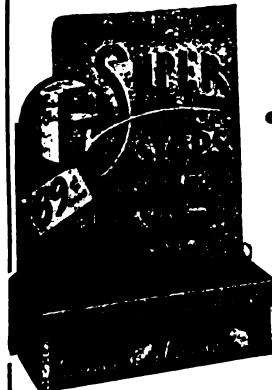
The Chamber of Commerce of Guthrie, Okla., recently conducted an outstanding agricultural program, in fact, two programs in one. The junior fat stock show attracted the largest crowd in the history of that event. The soil conservation program and demonstration lured more than 2000 white and over 700 colored farmers. In connection with these events a 4-H rally and a dress revue,

STOP! that **DOOR SLAM**

Chicago "SUPER" Door Check does away with that annoying Screen and Storm Door banging.



Designed for use on all spring operated doors the New and Improved "SUPER" Door Check has an adjustable valve for checking doors regardless of weight. Simple to install—the "SUPER" Door Check comes to you individually boxed with mounting screws and stop plate furnished.



only **89¢** ea.

RETAIL

FREE—With every dozen Door Checks you receive this attractive display that sells for you. Order now for that Spring hardware rush.

Ask Your Jobber about the No. 1000-S "SUPER" CHECK

Chicago DIE CASTING COMPANY
2510 West Monroe St., Chicago 12, Illinois

The **SPAR-TEX** *Line*
OF QUALITY PAINT & VARNISH PRODUCTS...

NO SHELF WARMERS . . .
DEALER HELPS . . .
NATIONAL ADVERTISING . . .
A LINE FOR INDEPENDENTS . . .
SPAR-TEX DOES NOT COMPETE WITH ITS DEALERS. . . .
GOOD SERVICE . . . FROM CONVENIENTLY LOCATED BRANCHES
No Other Paint Manufacturer Is Better Equipped To Aid The Independent Dealer Than . . . SPAR-TEX



SPAR-TEX CORPORATION

Manufacturers of
SPAR-TEX VEHICLES
PAINTS • VARNISHES • ENAMELS • WATERPROOFINGS
220 EAST 134th. ST. NEW YORK 51, N.Y.

was staged by the extension department. Photographs of the city were shown in a "Know Your Home Town" program. Outstanding agricultural leaders as well as a representation of 170 soil conservation leaders from Louisiana also attended the affair.

* * *

Tourist Development

The Amarillo, Texas, Chamber of Commerce places large placards in business houses in the area for the benefit of tourists, giving the places of interest and recreation activities of the city and surrounding area. Clerks in the business houses are educated as to what may be seen, things to do and where to go, so that they can answer the inquiries of tourists and help make them welcome in the city.

* * *

Purebred Sire Program

The fourth annual purebred sire program for Michigan's upper peninsula was held at Marquette, Mich., recently. The upper peninsula development bureau promotes the event. Purpose of the program is to help promote the section's dairy industry and develop a year around income for the farmers of that area.

In the three years that the program has been in operation over 400 bulls and 61 purebred heifers have been purchased by northern Michigan farmers. Most of these animals came from other mid-western areas.

* * *

Sports Show

The annual All-Sports Festivals conducted by the sports committee of the Topeka, Kan., Chamber of Commerce attracts more than 20,000 people and receives wide publicity throughout the Middle West. Future plans of the committee calls for a program which will more than double this attendance. Events in 11 different outdoor activities are offered which are climaxed with a half hour fireworks display.

* * *

Fireman's Tournament

More than 24 villages and cities in three counties in eastern Wisconsin participate in an annual Volunteer Fireman's Tournament. Hundreds of firemen, their families, and thousands of spectators are attracted to the host city which is rotated each year. The two-day event is backed by the merchants of the host city and receives statewide publicity.

Annual Community Play

When it's Ramona play time in Hemet, Cal., the *Hemet News* puts out a 100-page special edition of which 76 pages are in tabloid magazine style to boost the play. The Ramona play now in its twentieth season at Hemet is sponsored by the Hemet-San Jacinto Valley people in a special Ramona bowl. A cast of 200 takes part. The play edition carries special advertising and promotional copy of the merchants in the area, boosting the community effort.

Correct Answers to Test Your Hardware Sense

(Questions on page 132)

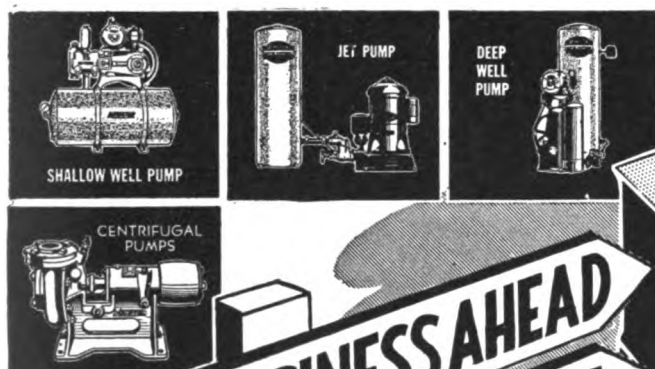
Answer—1. Shrinkage 7.5 per cent.

Answer—2. Regular margin on nails would average 42.8 per cent while actual margin with shrinkage is 35.7 per cent or a shrinkage of 7.1 per cent.

Answer—3. Margin on quarts 45.4 per cent; margin on pints 50 per cent.

Answer—4. Regular selling price of order would be \$64.50. The contractor's price would be 10 per cent less, \$58.05.

Answer—5. Total cash discount \$2.72.



DEMPSTER

WATER SUPPLY EQUIPMENT



MORE BUSINESS AHEAD
WHEN YOU HANDLE

AMERICA'S Complete LINE

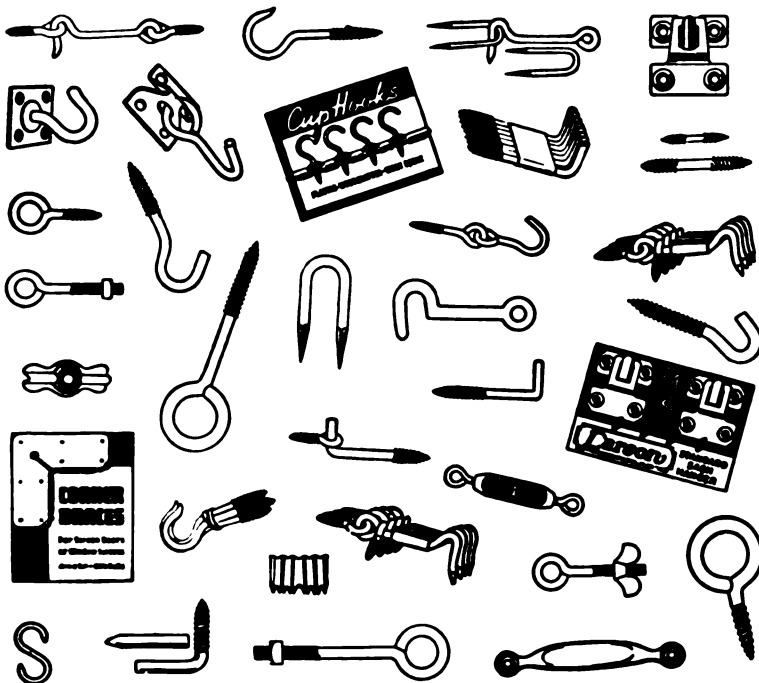
Your sales future holds big opportunities if you carry the Dempster . . . America's most complete Water Supply Line . . . because every Dempster sale leads to more business . . . and extra profits in the sale of accessories for complete installations for kitchen, bathroom, barnyard and feedlots.

Today thousands of families need and can afford to install running water. Dependable, nationally advertised Dempster equipment is a line they will buy. Dempster is a line that will bring future business to you.

DEMPSTER MILL MFG. CO.

BEATRICE, NEBRASKA





We manufacture and stock, Gate hooks, Cup hooks, Screw hooks, Hammock hooks, Clothes hooks, Clothes line hooks, Ceiling hooks, Curtain rod hooks, Cabinet hooks, "S" hooks, Screw hooks, Screw eyes, Eye bolts, Turnbuckles, Corrugated fasteners, Screen door springs, braces, handles. Storm sash operators, and hangers. Pole line hardware, Saw horse brackets and many other items too numerous to mention.

See your jobber or write direct to

Carson

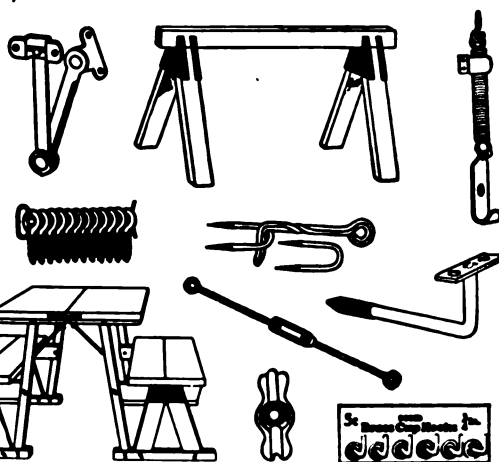
BETTER MADE BRIGHT WIRE GOODS AND HARDWARE SPECIALTIES

"STANDARD PACK" Includes bright wire items stocked in all sizes.

"UNIT PACK" Includes all fast moving items either carded, boxed, in envelopes or bundles. Best for display and quick sale with added profit.

"HARDWARE SPECIALTIES" all boxed in appealing display cartons include storm sash, screen door hardware, saw horse brackets and many home needs.

"MAKE YOUR OWN" line of construction sets packed in display cartons includes many workroom and back-yard needs.



CHAS. O. LARSON CO. • STERLING, ILLINOIS

Jobbers, Dealers:

HERE'S NEWS THAT MEANS BUSINESS!

FULLER'S
Unbreakable
Amber-Handle
TOOLS
ARE STILL AT
1941 PRICES!

Fuller gives the tool business a "shot in the arm" with these 1941 prices on popular, unbreakable amber-handle screw drivers, chisels, awls, mallets—despite current high costs of materials and labor! Jobbers, get out your order pads . . . dealers, check your stock and put these items in your "WANT BOOK" . . . these new prices on Fuller Tools mean new business for everybody!

DEALERS: Write for complete catalog and name of nearest jobber.

FULLER TOOL COMPANY, INC.
GARRISON AND FAILE STREETS, BRONX 59, N. Y.

FOR SAFETY'S SAKE—SAY

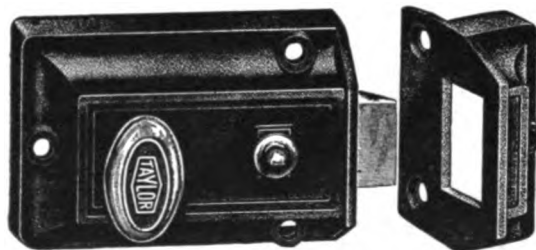
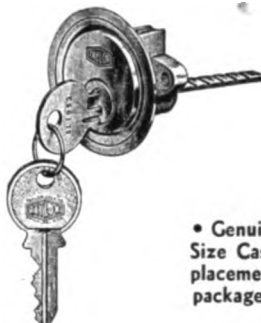


Pin Tumbler Cylinder Rim NIGHT LATCH

No. 800-C

*Look at these
Quality Features:*

- Genuine Five Pin Tumbler Cylinder • Full Size Case and Cylinder • Excellent for replacement • Attractive Finish • Beautiful package • Priced LOW for VOLUME Sales!



Your Hardware Wholesaler Has a Complete Line of Taylor-Made Quality Products: Padlocks, Night Latches, Inside Lock Sets and Key Blanks.

TAYLOR LOCK COMPANY
PHILADELPHIA 32, PENNA.

RYERSON STEEL in Stock—Prompt Shipment



Dependable steel products and unequalled steel service facilities...available for your steel-buying convenience at twelve conveniently located Ryerson plants. Because of great demand, all sizes are not always in stock; but we usually can suggest a reasonable alternate.

PRINCIPAL PRODUCTS

Bars • Structurals • Plates • Sheets
• Tubing • Allegheny Stainless •
Alloy Steel • Safety Floor Plate •
Bolts • Rivets • Metal Working Tools
& Machinery, etc.

JOSEPH T. RYERSON & SON, INC.

Plants: New York, Boston, Philadelphia,
Detroit, Cincinnati, Cleveland, Pitts-
burgh, Buffalo, Chicago, Milwaukee,
St. Louis, Los Angeles

THEY SPELL
"Real Safety"
EMBURY
Luck-E-Lite
HIGHWAY TORCHES
Lowest Cost for Highest
Dependability



Order through Your Jobber
EMBURY MFG. CO., WARSAW, N. Y.

Coming Conventions and Events

Corrected Each Issue According to Latest Data

Alabama, Retail Hardware Association of, annual convention, May 13-14, 1948, at the Admiral Sims Hotel, Mobile, Ala. Mrs. J. H. Crowe, 509 No. 19th St., Birmingham 3, Ala., secretary-treasurer.

Albany Sportsmen's and Boat Show, Feb. 28-March 7, 1948. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

American Hardware Manufacturers Association, 94th semi-annual convention meeting jointly with the 57th annual convention of the Southern Wholesale Hardware Association, April 5-8, 1948, with headquarters and meetings at the Netherland Plaza Hotel, Cincinnati, Ohio. Charles F. Rockwell, 342 Madison Ave., New York City, is secretary-treasurer of the manufacturers' association and T. W. McAllister, Orlando, Fla., is secretary of the wholesalers' association. Applications for rooms at the Netherland Plaza Hotel and cooperating hotels must be sent direct to the Housing Bureau, 910 Dixie Terminal Bldg., Cincinnati 2, Ohio, and on official association application blanks.

American Toy Fair, New York City, March 8 to 20, 1948, with exhibits at 200 Fifth Ave., 1107 Broadway and other permanent showrooms and at the Hotel McAlpin. Horatio D. Clark, managing director. Toy Manufacturers of the U. S. A., Inc., 200 Fifth Ave., New York 10, N. Y., is manager of the American Toy Fair.

Buffalo Sportsmen's and Boat Show, April 17-25, 1948. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

Canadian National Sportsmen's Show, March 13-21, 1948, at Toronto. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

Carolinas, Hardware Association of, annual convention, June 10-11, 1948, at Hotel Robert E. Lee, Winston-Salem, N. C. Mrs. Sally Couch Masten, 118 E. 4th St., P. O. Box 2008, Charlotte 2, N. C., acting secretary.

Hardware Golf Association, 22nd annual tournament, Sept. 9-11, 1948, at the French Lick Springs Hotel, French Lick, Ind. Ditz Lusk, Henry Disston & Sons, Inc., Kansas City, Mo., secretary-treasurer.

Louisiana Retail Hardware Assn., annual convention and exhibit to be held jointly with the Mississippi Retail Hardware and Implement Assn., June 7-9, 1948, at the Hotel Buena Vista, Biloxi, Miss. David O. Mansfield, 226 S.

State St., Jackson, Miss., secretary of both associations.

Marshall-Wells Associates Stores Congress, joint Billings and Duluth branches meeting, March 8-10, 1948, at Duluth, Minn., and joint Spokane and Portland branches, April 12-14, 1948, at Portland, Ore. Details are tentative.

Metropolitan Home Show, April 17-24, 1948, at Grand Central Palace, New York City. Details from Campbell-Fairbanks Exposition, Inc., Park Square Bldg., Boston, Mass.

Mid-Year Housewares and Major Appliances Exhibit, May 30-June 4, at the Atlantic City Auditorium, Atlantic City, N. J., sponsored by the National Housewares Manufacturers' Assn., 1402 Merchandise Mart, 222 No. Bank Drive, Chicago 54, Ill. A. W. Buddenberg, executive secretary.

Mill Supply Joint Regional Meetings of the American Supply & Machinery Manufacturers Assn., 1108 Clark Bldg., Pittsburgh, Pa.; **National Supply & Machinery Distributors' Assn.,** 505 Arch St., Philadelphia, Pa., and the **Southern Supply & Machinery Distributors' Assn.,** 712 Volunteer Bldg., Atlanta, Ga., will be held as follows: March 23, 1948, at the Palmer House, Chicago.

Mississippi Retail Hardware and Implement Assn., annual convention and exhibit to be held jointly with the Louisiana Retail Hardware Assn., June 7-9, 1948, at the Hotel Buena Vista, Biloxi, Miss. David O. Mansfield, 226 S. State St., Jackson, Miss., secretary of both associations.

National Retail Hardware Association, 49th annual Congress, July 12-15, 1948. Chalfonte-Haddon Hall Hotel, Atlantic City, N. J. Sessions at Haddon Hall, Rivers Peterson, 333 No. Pennsylvania St., Indianapolis, Ind., managing director.

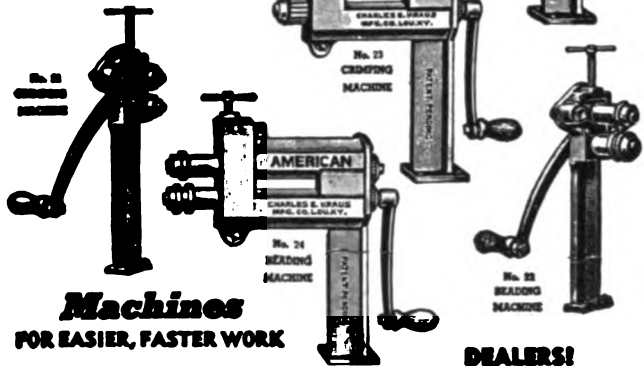
New England Electrical Show, April 3-10, 1948, at the Mechanics Bldg., Boston, Mass. Complete information from Campbell-Fairbanks Exposition, Inc., Park Square Bldg., Boston, Mass., and 139 E. 47th St., New York City.

New England Modern Home Show, May 24-29, 1948, at the Mechanics Bldg., Boston, Mass. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

North Dakota Retail Hardware Association, annual convention and exhibit, March 23-25, 1948, at Fargo, N. D. Convention headquarters at Hotel Gardner, meetings at the Town Hall, exhibits at the Fargo Auditorium.

Machines for Cutting Crimping and Beading

STOVE PIPE
FURNACE PIPE
FLAT SHEET METAL



Machines
FOR EASIER, FASTER WORK

Distributors—Sales Representatives
Write for protected territory

HEAVY DUTY BUILT FOR YEARS OF SERVICE

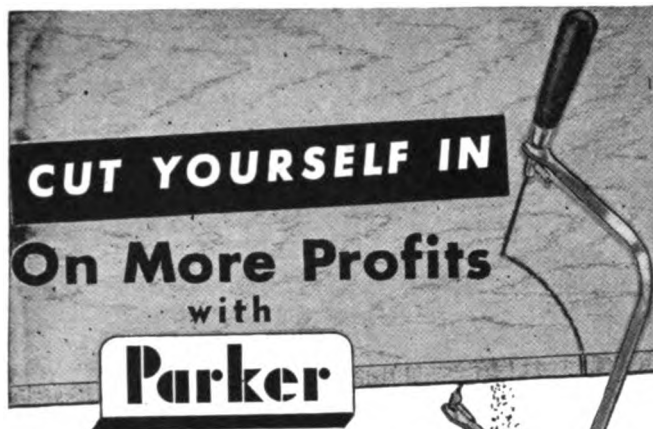
Manufactured and Sold By

CHARLES E. KRAUS MFG. CO.

122 S. 8th ST.

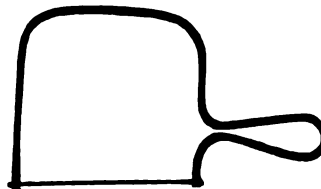
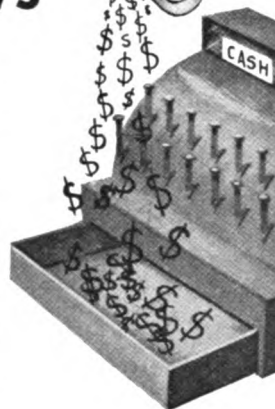
LOUISVILLE 2, KY.

**DEALERS!
Write**



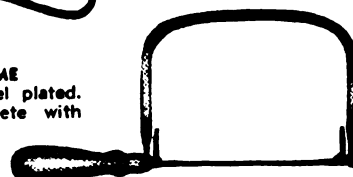
COPING SAWS

ADD to your sales volume and your profits in 1948 with these four outstanding Parker Line Coping Saws. Each is a leader in its price range. Sturdy frames with eye-catching finishes. Nos. 25, 55 and 85, with generous, comfortable handles, incorporate the famous Parker "Klik-Klik" patented ends which lock the keen, tempered blades in any position.

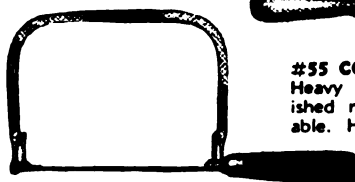


#25 COPING SAW FRAME
Excellent value — nickel plated. Fully adjustable. Complete with 6½" blade.

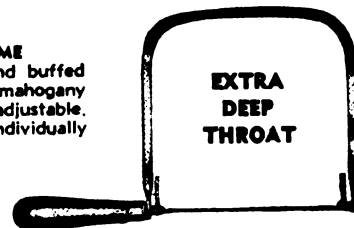
#210 ALL-WIRE COPING SAW
Sturdy round wire frame, 5" deep. Blade faceable in four directions.



#55 COPING SAW FRAME
Heavy duty. Master quality. Polished nickel finish. Fully adjustable. Hardwood mahogany finish handle. 6½" pin end blade.



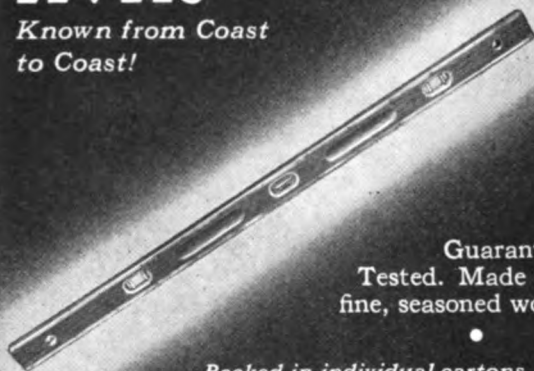
#85 COPING SAW FRAME
Heavy duty. Polished and buffed nickel finish. Hardwood mahogany finish handle. Fully adjustable. 6½" pin end blade. Individually packaged.



Peerless
Accurate and Dependable
CARPENTERS' and MASONS'

LEVELS

Known from Coast
to Coast!



Guaranteed,
Tested. Made from
fine, seasoned woods.

Packed in individual cartons.
Workmanship that has made Peerless
a leader for over 30 years.

Sold only through recognized jobbers.
Write for new Peerless literature.

Peerless **LEVEL & TOOL
COMPANY**
STERLING, ILLINOIS

Buy the **Parker** Line
PARKER MANUFACTURING CO.
WORCESTER 1, MASS., U. S. A.

SELL "HARMIC"

... THE
SOLDERING
IRONS THAT
GIVE
EVERYBODY
MORE
FOR
LESS

HARMIC HEADLINES

Harmic is giving the trade the best packaged line of **SOLDERS** ... bar, core and commercial types.



Harmic features standard size units of **SOLDERS** at new, amazingly low prices.

Have you stocked THE **MIGHTY-MITE** Electric Soldering Irons ... two models retailing at only 49¢ or 69¢ ... both exclusive leaders in the field!

Watch for Harmic's new "**BESJET**" Alcohol and Gasoline Blow Torches soon to be announced! Revolutionary in design—workability—and up to usual Harmic merchandising appeal.

HARMIC MFG. CO.
Box 64E—SOMERVILLE, MASS.
A Complete Line of Electric Irons and other Soldering Products

DOWN TO THE PLASTER IN MINUTES WITH ...

Easyoff WALLPAPER REMOVER!

FAST! EASY! EFFICIENT!
Penetrates Paper • Dissolves Paste
No Rinse Required

ONLY EASYOFF gives you all these amazing features:

- Sold under a **MONEY-BACK GUARANTEE**. • Faster and easier than any known method of removing wallpaper.
- Neutralizes the plaster ... requires no rinse. • Harmless to woodwork, paint ... even the most delicate fabric. • One 6 oz. bottle removes the paper from 1-2 rooms.
- Highly concentrated for lower cost per gallon of solution. • Beautifully packaged. • Packaged in gallons for contractors. • Priced to bring you substantial profits.

ORDER NOW and take advantage of **EASY-OFF'S** nation-wide Advertising Campaign, directed to more than

42 MILLION READERS OF
SATURDAY EVENING POST • BETTER HOMES AND GARDENS
AMERICAN HOME • PATHFINDER • COUNTRY GENTLEMAN
ORDER FROM YOUR JOBBER



Miss Clarine Sherwood, 21 Clifford Building, Grand Forks, N. D., secretary.

Pennsylvania Wholesale Hardware & Supply Assn., 48th annual spring meeting March 11-12, 1948, at the Hotel Astor, Times Square, New York City. Samuel B. Smith, 517 V. Orange St., Lancaster, Pa., is association secretary.

Rochester Sportsmen's and Boat Show, March 27-April 4, 1948. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

South Dakota Retail Hardware Assn., annual convention and exhibit, March 16-18, 1948, at the Sioux Falls S. D., Coliseum. Convention headquarters at the Hotel Cataract. Earl Erlandson, Cottonwood, S. D., secretary.

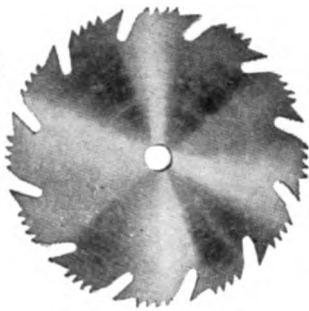
Southern Wholesale Hardware Association, 57th annual convention meeting jointly with the 94th semi-annual convention of the American Hardware Manufacturers Association, April 5-8, 1948, with headquarters and meetings at the Netherland Plaza Hotel, Cincinnati, Ohio. T. W. McAllister, Orlando, Fla., is secretary of the wholesalers' association. Charles F. Rockwell, 342 Madison Ave., New York City, is secretary-treasurer of the manufacturers' association. Applications for rooms at the Netherland Plaza Hotel and cooperating hotels must be sent direct to the Housing Bureau, 910 Dixie Terminal Bldg., Cincinnati 2, Ohio, and on official association application blanks.

Sportsmen's Shows, Albany, N. Y., Feb. 28-March 7, 1948; Toronto, March 13-20, 1948; Rochester, N. Y., March 27-April 4, 1948; Buffalo, April 17-25, 1948. Complete information available from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass., and 139 E. 47th St., New York City.

Triple Mill Supply convention, April 26-28, 1948, at Atlantic City, N. J. Sponsoring associations are the American Supply & Machinery Manufacturers' Assn., Inc., general manager, R. Kennedy Hanson with headquarters at 1108 Clark Bldg., Pittsburgh 2, Pa.; National Supply & Machinery Distributors' Assn., secretary-treasurer, Henry R. Rinehart with headquarters at 505 Arch St., Philadelphia 6, Pa.; Southern Supply & Machinery Distributors' Assn., secretary-treasurer, E. L. Pugh, 712 Volunteer Bldg., Atlanta 3, Ga. The first Conference Booth Program will be held concurrently with the convention at the Atlantic City Auditorium.

Virginia Retail Hardware Assn., annual convention and exhibit, March 23-25, 1948, at Roanoke, Va. Meetings at Hotel Roanoke; exhibit at City Auditorium. G. T. Amohundro, Jr., Scottsville, Va., secretary.

Circular



FINEST HOME AND HOBBY SAW EVER MADE

- Made of Finest Alloy Steel
- Heavy Gauge
- Correctly Tempered to Withstand Heavy Factory Use
- Each Blade Attractively Packaged & Labeled

RIP CROSS CUT & COMBINATION
6 to 10" Diameter

Deliveries Made from Stock, Mail & Phone

Sell These Saws at **COMPETITIVE PRICES AND**
Make a **GREATER PROFIT!**

LAFAYETTE SAW & KNIFE INC.

Established 1910

115 Banker Street Brooklyn 22, N. Y.

Manufacturers of Circular Saws, Band Saws, H. S. Planer &
Jointer Knives, Moulding Blanks, Beveled Edge Shaper Steel.

TRADE

CHICAGO

MARK

SPRING HINGES

"TRIPLEX" SPRING BUTT-HINGES



Double Acting
Type BUT2001

Modern Button
Tip Ornamentation
Neat Streamlined
Appearance.

Streamlined "Triplex" double and single acting spring butt-hinges may now be ordered with button tip ornamentation in keeping with the most modern designs in builders hardware. They are as modern as the newest streamline train or the latest flagship of the trans-continental air fleets.

Careful designing has created these proven features:

- Button tip ornamentations are held securely in place by improved lock washer of latest design.
- Single thickness of metal in spring barrel reduces outside diameter, giving streamlined appearance.
- No open joint where spring barrel continues as the web. This avoids exposing springs to moisture.

Spring Hinges of Quality

Chicago Spring Hinge Co.
CHICAGO U.S.A. NEW YORK

THEIR Pipe Cutting MADE EASIER

Your customers like the **RIGID**
Cutter—rolls right thru any pipe

- Your customers find it surprising how much the new balanced malleable frame of this **RIGID** takes the work out of pipe cutting, helped by its special tool-steel cutter wheel, factory tested to assure perfect circle cutting. Quick and easy does it, as users world-wide can tell you. Choice of 5 sizes to 6" pipe; 4-wheel cutters to 4." Seeing is believing—show 'em and you sell **RIGID** cutters.



4-wheel Nos.
42 & 44 for
fast quarter-
turn cutting.

RIGID

WORK-SAVER PIPE TOOLS

THE RIDGE TOOL COMPANY • ELYRIA, OHIO

Brushes FOR TOUCH-UP AND MARKING

FOR BRONZING AND ENAMELING

CARDED OR
IN BULK

ROUND
OR FLAT

SOFT HAIR
OR BRISTLE

M. GRUMBACHER

INC.

464 WEST 34th STREET, NEW YORK 1, NEW YORK
M. GRUMBACHER OF CANADA LTD., 179 KING STREET W., TORONTO, ONTARIO



The Little GIANT Swing Clip

For Cutting Grass and Weeds

IMMEDIATE DELIVERY

—if you order promptly through your wholesaler

The cutter with a "golf club" balance and feel. Curved blade (regular or serrated edge)—an efficient cutting tool—36" over all length.

Detachable blade gives you extra profit in sharpening or replacing. This is the only cutter using Elastic Stop Nuts—can't loosen or freeze to the bolt. Blades may be purchased separately.

Packed 6 to a carton, 1 display carton FREE with every dozen ordered.

NORTH WAYNE TOOL CO.

OAKLAND, MAINE



IMPERIAL Self-Closing BARREL FAUCETS

FOR STEEL BARRELS AND DRUMS

Made with Metal-to-Metal Seat
No Washers to Wear Out



Holds oil, gasoline, kerosene, alcohol, thinners, solvents, clear lacquers, light varnishes, etc. Easy to operate . . . closes automatically. Can be locked open or closed. Many millions in use. Has 3/4" pipe thread. Here's a fast moving item you'll want to handle . . . and use in your own store.

No. 261-G . . . Barrel Faucet

IF YOUR JOBBER CANNOT SUPPLY YOU, WRITE TO

THE IMPERIAL BRASS MFG. CO.

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CHICAGO 7, ILLINOIS



AFTER PRODUCTION . . . what?

As a forward looking manufacturer you want to see your products find new markets and to assure a steady flow of orders. Your answer is Tru-Test . . . the proven system of distribution that "follows through" from factory to consumer.

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When You Know The Trade-Name—

of a certain product and want to know "Who Makes It?" look in the General Directory Section of the "Who Makes It?" Number of **HARDWARE AGE** for the trade-name. You'll find it listed alphabetically under the product heading of the item in question. Alongside the trade-name you will find the name of the manufacturer, also the address of the maker arranged alphabetically in the same list. Keep your "Who Makes It?" Number close at hand where it will serve your wants quickly.

HARDWARE AGE

100 East 42nd St. New York 17, N. Y.

Keep In Touch With The "OPPORTUNITIES" In The Trade—

Hardware manufacturers, manufacturers' agents, jobbers, jobbers salesmen, retailers and retail salesmen all use the medium that covers and contacts the hardware trade most thoroughly—Hardware Age. They know that

There Are Many Business Opportunities In The Classified Section

of this widely read trade publication. Hardware Age has been the recognized leader for bringing buyer and seller, employer and employee together for many years. Use it and see if results do not justify every claim.

HARDWARE AGE, (Classified Opportunities Dept.) 100 East 42nd St., New York 17, N. Y.

MARSHALLTOWN TROWELS

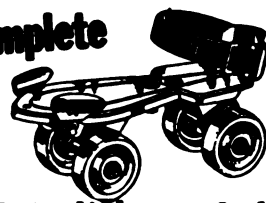
MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA





KINGSTON

**Manufactures The Most Complete
Line of Ball Bearing Roller
Skates In The Industry . . .**



PRODUCTS CORP. Dept. HA-2 Kokomo, Ind.

**THE BEST GUN CLEANING
OD AND BRUSH
MERCHANDISING
EAL ON THE
MARKET!**

Quality merchandise.
Famous Mill-Rose reputa-
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tures. New packaging.
Effective selling aids.
Consistent advertising
in FIELD & STREAM,
SPORTS AFIELD,
OUTDOOR LIFE, and
AMERICAN RIFLE-
MAN. Only the Brite-
Bore line can offer you
all these sales-making
advantages — stock it
now!



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885 East 50th St., Cleveland 3, Ohio

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OSITION FROM YOUR JOB-
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Jacks



- The Most Complete Line since 1899
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AWARDED THE GOLD MEDAL
FOR THE SAFETY OF JACKS
BY THE AMERICAN MUSEUM
OF SAFETY

TEMPLETON, KENLY & CO.,
Chicago 44, Illinois



**STOPS
WASHER
TROUBLES**

10c

PERFECTION AUTOMATIC MACHINE CO.

PERFECTION *floating* WASHER

Washer profits go up with Perfection floating Washers. Engineered to eliminate friction and prolong washer life. Perfect water seal is assured. The floating washer stops faucet drip . . . ends water waste. Available in 1/4", 3/8" and 1/2" sizes. Order through wholesale hardware jobbers.

SELLS ON SIGHT!

**IT'LL PAY YOU TO STOCK
THE JOHN ALDEN KNIGHT LINE!**

You can cash in on this quick-turning, high-profit line of John Alden Knight Flies and Streamers. Designed by Knight for his own personal use, this line is now available to fishermen everywhere. This line is to be advertised nationally in *Field and Stream* and *Outdoor Life* for the 1948 Trout Season. Packed in attractive plastic counter display pieces, every Fly bears Mr. Knight's signature. If you are not stocked on the John Alden Knight line, **Send for our catalog at once!**

—EXCLUSIVE MAKERS—

BENNETT MILLARB FISHING TACKLE, INC.

138 WASHINGTON ST. • BINGHAMTON 18, N. Y.

DEAD EYE DICK *says:*



The LONG TOM . . . now there's a cap pistol. Cylinder revolves just like a real western. So do the cylinders on all KILGORE westerns. Some of the kids like the KILGORE automatics better but it doesn't make any difference. Kilgore gives 'em what they want at the right prices.

THE KILGORE MANUFACTURING CO.
WESTERVILLE, OHIO

Extra Strength at Less Cost!



**FOSTER Aluminum Alloy
"D" HANDLE GRIP**

Sells on sight with every shovel, grain scoop, garden tool, etc., and as replacement handle. Exceptional mark-up! Heavy duty with sure grip handle design. Hard, virgin Aluminum Alloy for extra wear without rust. Save 66 2/3 on freight!

WRITE for CIRCULAR and PRICE LIST

FOSTER Aluminum Alloy Products Corp.

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Syracuse 2, N. Y.



- CABINET HARDWARE
- BUILDERS HARDWARE
- CABINET LOCKS
- SCREWS AND BOLTS
- SASH HARDWARE

DISTINCTIVE HARDWARE

ALL FROM 1 SOURCE

NATIONAL LOCK COMPANY • ROCKFORD, ILLINOIS

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Send check or money order,
not currency or stamps.

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etc., will not be forwarded to box number
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postage for remailing.

HARDWARE AGE is published every other
Thursday. Classified forms close 15 days
previous to date of publication.

Address your correspondence and replies to

HARDWARE AGE

Classified Opportunities Dept.

100 East 42nd St., New York 17, N. Y.

Help Wanted

STORE MANAGER

National Mfr. of Portable Power Tools establishing
retail sales outlet near Chgo. loop, seeks Qualified
Merchandiser—prefer experience in hardware—tools
or allied retail field. Excellent opportunity, salary
commensurate with ability. State fully educ., exp.,
personal history and salary desired.

Address Box M-109, care of HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

Sales Representatives Wanted

TO REPRESENT MANUFACTURER IN
THE STATE OF OHIO, 36 years of selling
experience calling on jobbers, chains, department,
hardware and sporting goods stores. Selling:
hardware, housewares, tools, electric appliances
and supplies, cutlery, sporting goods, and plumb-
ing supplies. Interested in full or part-time rep-
resentation of any of the above lines. Address
Box M-108, care of HARDWARE AGE, 100 East
42nd St., New York 17, N. Y.

SALESMAN WANTED

By a Large Manufacturer of a Full Line of
Leather Dog Collars, Harnesses, Leads, Muz-
zles, etc., to call on Hardware, Sporting Goods,
House Furnishings, and Variety Dealers and Job-
bers. Protected territory; liberal commission.

Address Box M-118, care of HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

SALESMEN

Calling on Lumber, Mason Supply Dealers,
Hardware and Paint Stores, sell fast moving
Nationally Advertised Masonry Waterproofing
Coating. Liberal commission. Good territories
Open. Write

WILLIAMSON PRODUCTS CORP.
#428 LEFFERTS AVE., BROOKLYN, N. Y.

LARGE EASTERN ELECTRICAL DISTRIBUTOR SEEKS EXPERIENCED SALESMEN

with following among Hardware & Electrical Dealers,
Contractors, Full Line of Wiring Devices, Switches,
Sockets, Receptacles, etc. Protected Territory. Sample
Kits Furnished. Excellent Sideline. State Territory
Covered and Lines Handled. Address Box M-108, care
of Hardware Age, 100 East 42nd St., New York 17, N. Y.

Sales Representatives Wanted

**SIDE LINE SALESMEN WANTED WITH
FOLLOWING** among Retail Lumber Yards,
Building Supply and Hardware Dealers to sell
line of attic, roof, and foundation ventilating
louvres. Address Box M-105, care of HARDWARE
AGE, 100 East 42nd St., New York 17, N. Y.

SALESMEN, FULL TIME OR SIDE LINE,
selling Complete Line Top Quality Paint Brushes,
Painters Supplies, and Household Brushes to
paint, hardware and department stores. Exclusive
territories open. Go-getters with following pre-
ferred. Must have car. Liberal commission
basis. Address Box M-96, care of HARDWARE
AGE, 100 East 42nd St., New York 17, N. Y.

**SIDELINE SALESMAN WITH TRADE
FOLLOWING WANTED** by Established New
York Wholesale Hardware and Tool Jobber to
cover retail hardware and automotive trade in
New England States; also Western New York,
Pennsylvania, Maryland and Delaware on a
commission basis. Address Box M-42, care of
HARDWARE AGE, 100 East 42nd St., New York
17, N. Y.

**SIDELINE SALESMAN, SMALL TOWN
COVERAGE:** Hardware, Housewares, Appliance
Stores, Liberal Commission. Catalog includes
tubular stools, chairs, automatic toasters, play-
yards, curtain stretchers, gas stoves, heaters, pearl
top hampers, aluminum outdoor and indoor dryers,
pressure cookers, ironing tables, kitchen step-
ladders, meat grinder, boudoir lamps. Address
Box M-78, care of HARDWARE AGE, 100 East 42nd
St., New York 17, N. Y.

AGGRESSIVE HARDWARE SALESMEN

with following in their territories. Call
on HARDWARE DEALERS, LUMBER
YARDS, VARIETY STORES, CHAIN
STORES, etc. Sell new pressure cast
aluminum block plane as sideline. Priced
for volume sales. Exceptional value, out-
standing quality, immediate shipment,
commission. Top notch men will clean
up with this item. In reply state type
trade, territory, and qualifications in full
detail in first letter.

U-TILA-TOOL COMPANY

1450-52 S. Michigan Ave., Chicago 5, Illinois

Sales Representatives Wanted

**SALESMEN FOR SIDE LINE REPRESEN-
TATION** calling on Hardware, Paint, Lumber
and Chains. A brand new tool that will really
sell; also two established items. Write Denver
Floor & Safety Supply Co., P. O. Box 1497,
Denver, Colo.

**SALESMEN WANTED WITH ESTAB-
LISHED FOLLOWING** well-rated accounts in
the hardware and houseware dealer trade. Ex-
cellent merchandise. Accepted as a superior prod-
uct. Send complete information about yourself
and include commercial references. Circle men
Mfg. Co., 4300 E. Pacific Way, Los Angeles 25,
Calif.

**WANTED—LIVE-WIRE SALES REPRE-
SENTATIVES FOR NATIONALLY ADVER-
TISED LINE** of Aluminum Paint and Bronze
Powders on a commission basis for: South
Southeast, New York and New England States.
Excellent opportunity for men well acquainted
with paint jobbers, hardware jobbers and mill
supply houses. Address Box M-99, care of
HARDWARE AGE, 100 East 42nd St., New York
17, N. Y.

WANTED MANUFACTURERS AGENTS

To Sell Quality Hardware
Several Good Territories Now Open
HIGRADE INDUSTRIES CO.
Hamden 14, New Haven, Conn.

WANTED MANUFACTURERS AGENTS

**HIGH GRADE CHROMIUM KITCHEN CUP-
BOARD HARDWARE.** Calling on Retail Lum-
ber and Hardware Dealers Indiana, Illinois,
Missouri, Nebraska & Kansas. State territory
now covered. for how long and lines now carried.

Write Box 115, Grand Rapids, Michigan

Builder's and Cabinet Hardware

Manufacturer wants representation of its line
of shelf hardware in Texas and Oklahoma
State lines now carried and type of trade and
territory now covered.

Address Box M-107, care of HARDWARE AGE
100 East 42nd St., New York 17, N. Y.

Classified Opportunities Section...

Sales Representatives Wanted

SALESMEN NOW CALLING ON Farm Implement Stores or Hardware Stores catering to farm trade, to sell bale hooks that have several advantages over other hooks now on the market. Colored illustrations furnished. Write Will A. Johnson, Jr., Sugar Grove, Illinois.

SALESMEN WITH FOLLOWING RETAIL HARDWARE, Automotive, Electrical, Radio, Dept. Stores, Lumber Dealers. Amazing Screw Holding Screw Drivers! Remove, hold, insert screws inaccessible places. 7 models retailing 98¢-\$1.18; counter displays. 15% comm., easily earn \$20 daily. Big repeats, protected territory. Millen Mfg., 100 Miller Bldg., Boston, Mass.

EXPERIENCED SALESMEN TO FILL DEMAND for New Top Quality Paint Mixer. Already enthusiastically received by Hardware, Paint and Lumber Dealers. Exceptionally high commission. Outstanding opportunity to add substantially to your present income. Send replies to: Harbil Manufacturing Co., 325 W. Ohio, Chicago 10, Illinois.

SALESMEN WANTED: FOR NEW YORK STATE AND OTHER LUCRATIVE TERRITORIES. Inquiries from aggressive representatives already calling on the Hardware, Houseware, and Housefurnishing Outlets solicited. Pertinent information in first letter. Address Box M-102, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

SALESMAN WANTED NOW CALLING ON FURNITURE STORES AND JOBBERS for Line of Oval Framed Pictures. Sample case can be carried under arm. Very small line but a fast seller. You can make \$5,000 a year as side line. We need men making the following States: Ohio, Tennessee, Missouri, Kansas, Iowa, West Virginia, Virginia, Michigan, New York, Texas, Oklahoma, Arkansas, Mississippi, Pennsylvania, Illinois. Commission 20%. In reply please state how long you have covered territory and other lines you carry. Address Box M-111, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

SALESMEN WANTED 2-LOCATIONS, POUGHKEEPSIE AND PLATTSBURG, N. Y. Paint, Brushes, Wall Paper and Sundry Items. Straight commission paid 10th every month. Possible to add \$100 or more to your monthly income with little effort. Write for appointment in your own city. Address Box M-113, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

HARDWARE AND ELECTRICAL SUPPLY SALESMEN to represent National Wholesale Distributor, to cover retail hardware and allied trade. Many excellent exclusive territories open with full protection. Straight commission. Side line or full time. Address Box M-117, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

SALESMEN WANTED BY ESTABLISHED CONCERN with national distribution to call on hardware, plumbing and heating, and oil burner dealers. Many choice territories open. Commission basis. State lines now carried, territory covered, and type of trade contacted. Manufacturers' agents excluded. Address Box M-75, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

Sales Representative Wanted

EXECUTIVE TYPE SALESMAN, WITH FOLLOWING, to Handle Superior Sideline of Strong Boxes and Wall Safes. Protected territory, good commissions. Excellent profit-opportunity. Write Trezur Trove Products, 662 Hanna Bldg., Cleveland, Ohio.

MANUFACTURERS' AGENTS. A FEW CHOICE TERRITORIES OPEN for Top-Quality Steel Wool Line. Write details of experience and types of accounts sold to Box M-91, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

MANUFACTURERS AGENT WANTED FOR NATIONALLY WELL KNOWN LINE calling on wholesale hardware, mill supply, house-furnishing, paint, plumbing, auto and janitor supply, for State Minnesota. Give references, lines carried. Address Box M-97, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

WANTED REPRESENTATIVES IN NEW YORK (except Metropolitan Area), Pennsylvania, Maryland, and Delaware, for well-known line of flashlights. Men giving intensive coverage in one or two States preferred. Address Hipwell Mfg. Company, 835 W. North Avenue, Pittsburgh 12, Penna.

SALES REPRESENTATIVES WANTED TO CALL ON THE RETAIL HARDWARE AND HOUSE FURNISHING STORES with a Full Line of Galvanized Ware. All territories open. Address Box M-115, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

SALES REPRESENTATIVES WANTED— OLD ESTABLISHED NATIONALLY KNOWN MANUFACTURER of Builders Hardware is now readjusting territories and representation. Will create openings for several experienced representatives who have good following and understand builders hardware. State lines now carried, type of trade covered and territory. Address Box M-112, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

WANTED MANUFACTURER'S AGENTS— FOR QUALITY CHEMICAL PRODUCTS. Sell to jobbers, industry, other outlets. Attractive territories available. Get your reply in immediately for consideration on fast-moving items. Address Box M-114, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

SIDE LINE SALESMEN WANTED: MEN WITH FOLLOWING among paint and hardware dealers, lumber yards, department stores, etc., to sell line of paint specialties including Paint & Varnish Remover, Aluminum Paint, colors in Oil, etc. Liberal commission. Only experienced and well established salesmen need apply. State experience, territory covered and lines handled. Address Box M-59, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

Sales Representatives Wanted

GENERAL ELECTRONICS, INC., WOULD LIKE TO RETAIN THE SERVICES of Qualified Manufacturers Representatives in Several States throughout the country to handle Our Line of Fluorescent Starters. Write Box M-95, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

Accounts Wanted

MANUFACTURERS' AGENTS

INTENSIFIED COVERAGE BY 4 MEN COVERING ILL., IND., & WISCONSIN. SELLING HOME JOBBERS & HOME CHAINS. AUTOMOTIVE JOBBERS, & RETAIL CHAINS, ELECTRICAL JOBBERS, MILL SUPPLIERS, MAIL ORDER HOUSES, DEPT. STORE CHAINS—MANUFACTURERS WHO SELL OUTSIDE PRODUCTS THRU THEIR RETAIL DEALER ORGANIZATIONS.

LEE E. LANE COMPANY
824 So. Michigan Ave. Chicago, Illinois

ATTENTION MR. MANUFACTURER

Give your line the address and showroom it deserves—200 Fifth Avenue, where we maintain a permanent showroom. We are a well established sales organization selling jobbers, chains, and department stores and have room for one (1) more line. Traveling four (4) men. Territory East.

SAM WEISMAN
200 Fifth Ave. New York, N. Y.

PUERTO RICO CALLING . . .

SALESMAN WITH FOLLOWING AMONG LARGE IMPORTERS OF HARDWARE, BUILDING & ELECTRICAL MATERIALS, PLUMBING, STEEL, ETC. DESIRES ADDITIONAL ACCOUNTS, COMMISSION BASIS. INTERESTED IN CONTACTING ONLY MANUFACTURERS AND PRINCIPALS, NO JOBBERS. ADDRESS P. O. BOX 3047, SAN JUAN 13, PUERTO RICO.

MALCO OF TEXAS

OUR ORGANIZATION IS YOUNG IN AGE OF MEMBERS YET SEASONED IN SELLING AND ORGANIZED TO REPRESENT MANUFACTURERS OF HARDWARE ITEMS TO JOBBERS, DEALERS AND OTHER OUTLETS IN TEXAS. BY CONCENTRATING OUR EFFORTS IN THIS STATE IT WILL ENABLE US TO COVER THE TRADE MORE OFTEN AND ALLOWING US TO DO EXTENSIVE DETAIL WORK ON ALL ACCOUNTS AS WELL AS WORKING WITH JOBBERS SALESMEN. OUR METHOD OF SALES WILL PRODUCE THE VOLUME YOU WANT AND OUR BULLETIN "MALCOGRAM" WILL KEEP ALL ACCOUNTS INFORMED ON PRICE CHANGES AND NEW ITEMS. IF YOU ARE NOT REPRESENTED IN THIS SECTION WE WOULD LIKE TO HEAR FROM YOU.

"SELLING THE BEST TO THE GREAT SOUTHWEST"

1201 KINGS HIGHWAY DALLAS, TEXAS

(Classified Opportunities continued on page 226)

Classified Opportunities Section...

Accounts Wanted

LINES WANTED. MANUFACTURERS REPRESENTATIVE calling on Florida Retail Hardware, Variety and Furniture Stores can handle Additional Lines. Address Box M-103, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

ATTENTION MANUFACTURERS. SEEK ADDITIONAL LINES FOR GREATER CLEVELAND MARKET. Thorough coverage. Reliable, trustworthy and dependable merchandiser, well known to the trade and of good, stable character. Your inquiry solicited. L. Robert Wittrock, 8510 Linwood Ave., Cleveland 6, Ohio.

ACCOUNTS WANTED. CANADIAN MANUFACTURERS' AGENT, Dun & Bradstreet rated, is open to take on a few more lines to sell to Electrical, Hardware, Automotive Jobbers in either Western Canada or all Canada. Only well established financially sound manufacturers are of interest. James B. Carter Limited, Winnipeg, Canada.

MANUFACTURERS REPRESENTATIVES DESIRE ADDITIONAL QUALITY LINE for New Jersey, Eastern Pennsylvania, Delaware, contacting Lumber Yards, Hardware Dealers, Mill Supply Houses. Now traveling 4 men. Experienced representation, aggressive coverage. Commission basis. Address Box M-49, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

NATIONAL DISTRIBUTORS Established—Reliable—Aggressive ANGLO CORPORATION Pittsburgh 22, Pa.

Branch Offices
New York • Philadelphia • Detroit • Cleveland • Louisville
Covering all classes of jobbers. We will carry the accounts or you can bill direct.

Write for further information and references

Distributor organization, Dunn & Bradstreet rated, grossing annual volume in seven figure bracket has opening for several additional major lines in agriculture, hardware and houseware fields. Long established following among all jobbing accounts. Complete invoicing and warehousing facilities.

Address Box M-85, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

SPECIALIZED, EXPERIENCED EXPORT MERCHANTS OFFER EXPORT DISTRIBUTION

We develop and push the foreign sales of your product, handle all difficult paper-work, pay you cash, relieve you of expense and headaches. Annual turnover \$1,500,000.00. References and details on inquiry.

KURT ORBAN CO., INC.
Exporters Purchasing Agents
17 Battery Place New York 4, N. Y.

GET INTO THE MEXICAN MARKET

**REPRESENTACIONES AZTECA
CALZADA DE LA PIEDAD 187
MEXICO CITY, D.F.**

Is interested in following lines:
General and Builders Hardware, Tools, Housewares, Marine, Hardware, Cap Screws, etc. Excellent references.

Accounts Wanted

TOP NOTCH SALESMAN, 15 YEARS SUCCESSFUL SALES EXPERIENCE, desires Good Line or Lines on commission basis to be sold through hardware, lumber and building supply dealers or jobbers in Oklahoma and Adjoining Territory. Address Box M-98, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

MANUFACTURERS AGENT, WELL ESTABLISHED CAN USE ANOTHER GOOD LINE to the Wholesale Hardware and Mill Supply Trade for Penna., Southern New Jersey, Delaware and the District of Columbia. References. Address Box M-38, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

MANUFACTURERS REPRESENTATIVE, HEADQUARTERED IN MINNEAPOLIS and covering Upper Midwest Area, interested in One Additional High Quality Line upon which a volume repeat business can be built. Building trade or hardware, heating products preferred. Address Box M-100, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

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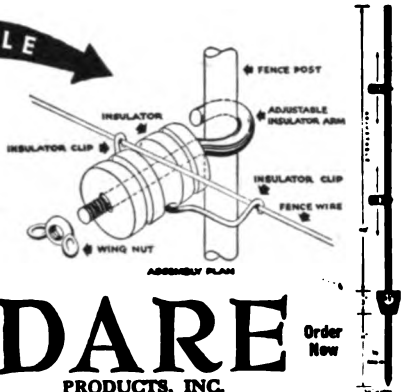
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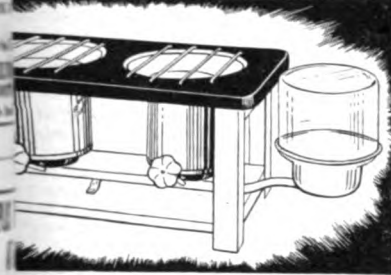
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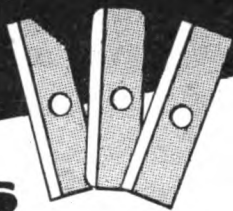


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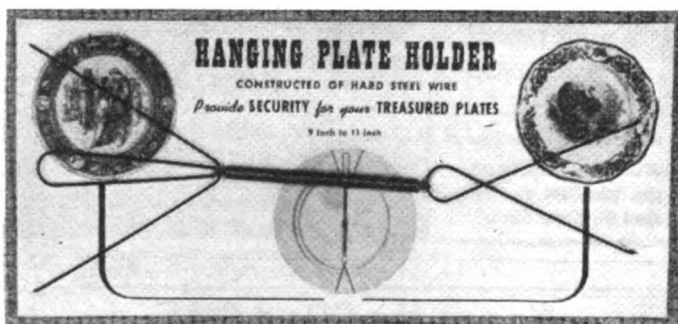
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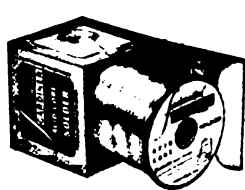
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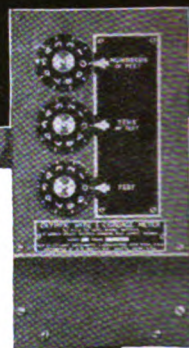
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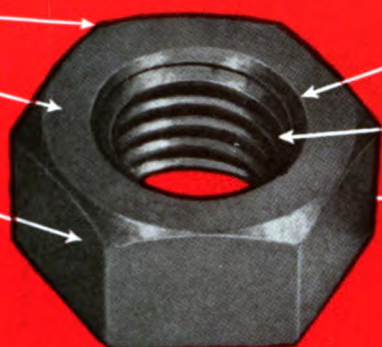
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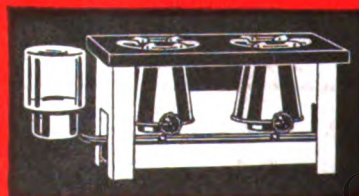
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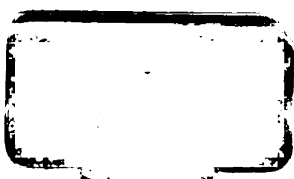
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